

NO. 34 ★ DEC 2023

OUR PRICE \$9.99 CHEAP!

MAD

TINKERS WITH
TOYS!

CLEARANCE
\$5.99



Out-
beaches
OTHER
Kens!



Barbie's Dud Date

What He Lacks in Genitals,
He Also Lacks in Brains!

Mauliboo
Alfred

MADMAG.COM

MAD SELL

FOR AGES 8+ *ALL ECCH-ESSORIES MIGHT NOT BE INCLUDED. SEE BACK OF BOX FOR THE UGLY DETAILS.



ARTIST NORMAN MIRGO
COVER ART INSIDE MAD PAPERBACK #3-1978

MAD

NO. 34 DECEMBER 2023

WILLIAM M. GAINES FOUNDER

SUZY HUTCHINSON ART DIRECTOR

BERN MENDOZA ASSOCIATE ART DIRECTOR



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- 04 **Rules for Games the Way They're Really Played**, MAD #312, Jul 1992
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- 56 **MAD's Puzzle Page**, MAD #100, Jan 1966

CONTRIBUTING ARTISTS & WRITERS: The Usual Gang of Idiots
INSIDE BACK COVER: A MAD Fold-In by Johnny Sampson

VARIOUS PLACES: Drawn Out Dramas by Sergio Aragónés

COVER ARTIST: Kira Shalmanova

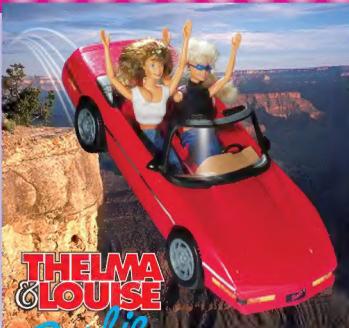
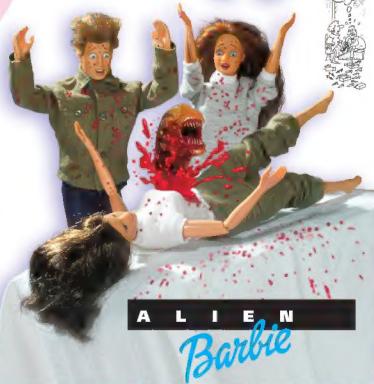
COVER WRITER: Paula Sevenbergen

The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference.

For more than five decades, Barbie has been the beloved plaything of millions of young girls and "very special" young boys. But after years of peddling the same exact doll in a different colored dress, it seemed as though the Barbie franchise had run out of gas. That is, until Mattel said "OK!" to a whole new line of movie-themed Barbies—but not every movie fit the Barbie image, and so we present...

Barbie MOVIE THAT NEVER WERE TIE-INS

IDEA DUCK EDWING
ARTIST SCOTT BRICHER



Remember the time you played Red Rover with your friends and you got ready to run and break through their locked arms? Remember your surprise when your so-called "friends" held you down and ran off with your shorts? You fool! Games NEVER stick to regulation play! To prepare you for those unexpected developments (sorry, we can't retrieve your shorts), MAD presents...

RULES FOR GAMES THE WAY THEY'RE REALLY PLAYED

WRITER MICHAEL GOODWIN

ARTIST JACK DAVIS

BATTLESHIP (for 2-year-olds)



1. Steal game from underneath your brother's bed.

2. Swallow all of the little plastic ships.

3. Go to the hospital to have your stomach pumped.

4. Add up points for each ship the doctor recovers from your stomach.

5. If you get 10 or more points, you win!

SCRABBLE (for 8 to 14-year-olds)



1. Make sure that all parents and adults are a safe distance away from the board.

2. Each player grabs a handful of letters.

3. All players take turns trying to spell the most obscene, profane and foul words they can think of.

4. Award extra points for dirty words with more than four letters and for medical terms.



1. Play the game normally until a question comes up about MTV, Nintendo, or Madonna.

2. Stop the game and start talking about the good old days before there was any such thing as MTV, Nintendo or Madonna.

3. Eat a big bowl of fiber and go to bed early.

FOOTBALL (for 7 to 10-year-olds)



1. Begin playing in a friendly manner.

2. Continue until one team outscores the other by 50 points.

3. If you are the losing team, begin to play dirty.

4.

The team with the least amount of players to run home crying wins!

DODGEBALL (for 8 to 13-year-olds)



1. Have all the popular kids form a circle around all the unpopular kids.

2. Peg all the girls first to get them out of the way.

3. Use the inflatable rubber ball until there is only one boy left in the middle.

4. If he is too fast to be hit with the ball, see if he can dodge sticks and rocks.

5. When the boy quits, or is knocked unconscious, everyone in the circle wins!

HIDE AND SEEK (for 40-year-olds playing with 3-year-olds)



ORIGINALLY PUBLISHED IN MAD #312, JUL 1992

1. Explain the rules to your annoying, hyperactive 3-year-old nephew.

2. Tell him to go hide and not come out till you find him.

3. Go sit in your favorite easy chair and enjoy the silence.

4. Occasionally yell out, "I'm going to get you!" so the little brat stays hidden.

5. Continue using these rules until his mother finally comes to pick him up.

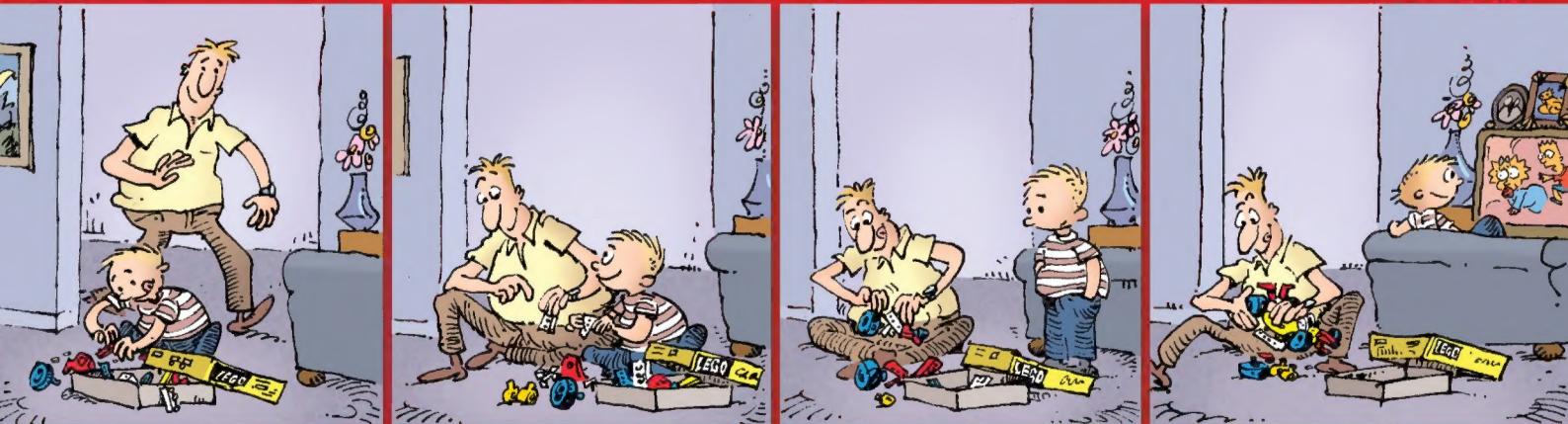


SERGE-IN GENERAL DEPT.

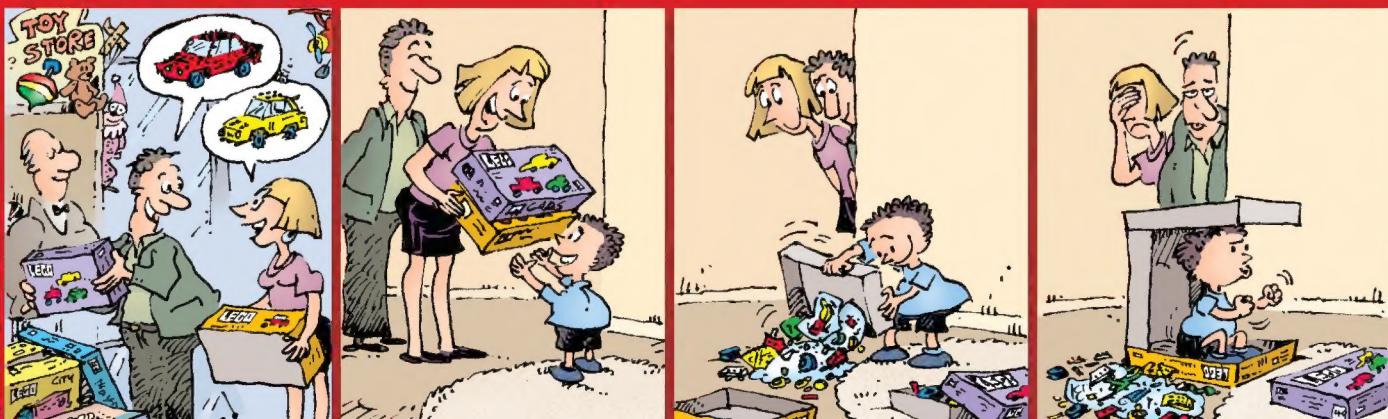
SERGIO ARAGONES

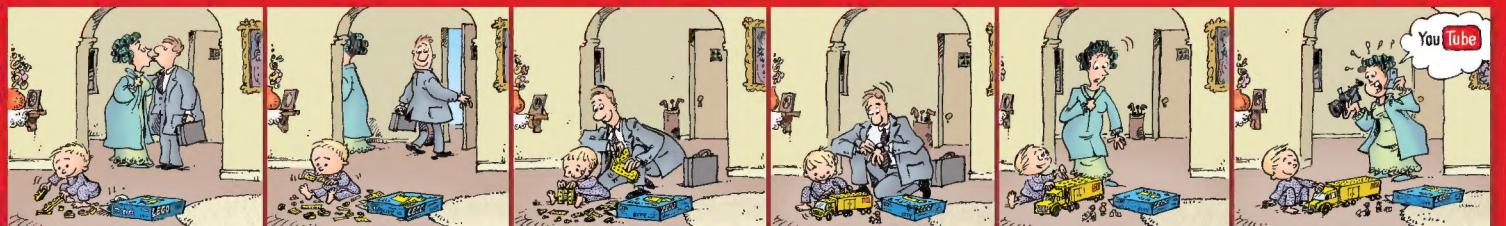
PRESENTS

A Nerd Look At



WRITER AND ARTIST SERGIO ARAGONÉS COLORIST TOM LUTH







COWA-BUNGLEDERS DEPT.

I can't believe it, officer! I turned my back for just 30 seconds and my whole truck was emptied clean!

An entire truck emptied in just 30 seconds? Well, at least we know this wasn't a union job!

Someone lifted my wallet! Did they steal yours too?

I don't know! My pants are gone, so I can't check my pockets!

This is Gapewell O'Wow! If you can tear your eyes away from my great legs for a moment you may notice that a crime wave has struck the city and is all around us! It's not safe anywhere! Even in broad day ...

Cut! HAAAAT! What happened? Camera trouble?

Sort of! Some teenagers just swiped the TV camera and the remote truck!

THE NORTH CAROLINA STATE BUILDING

NOT NYC



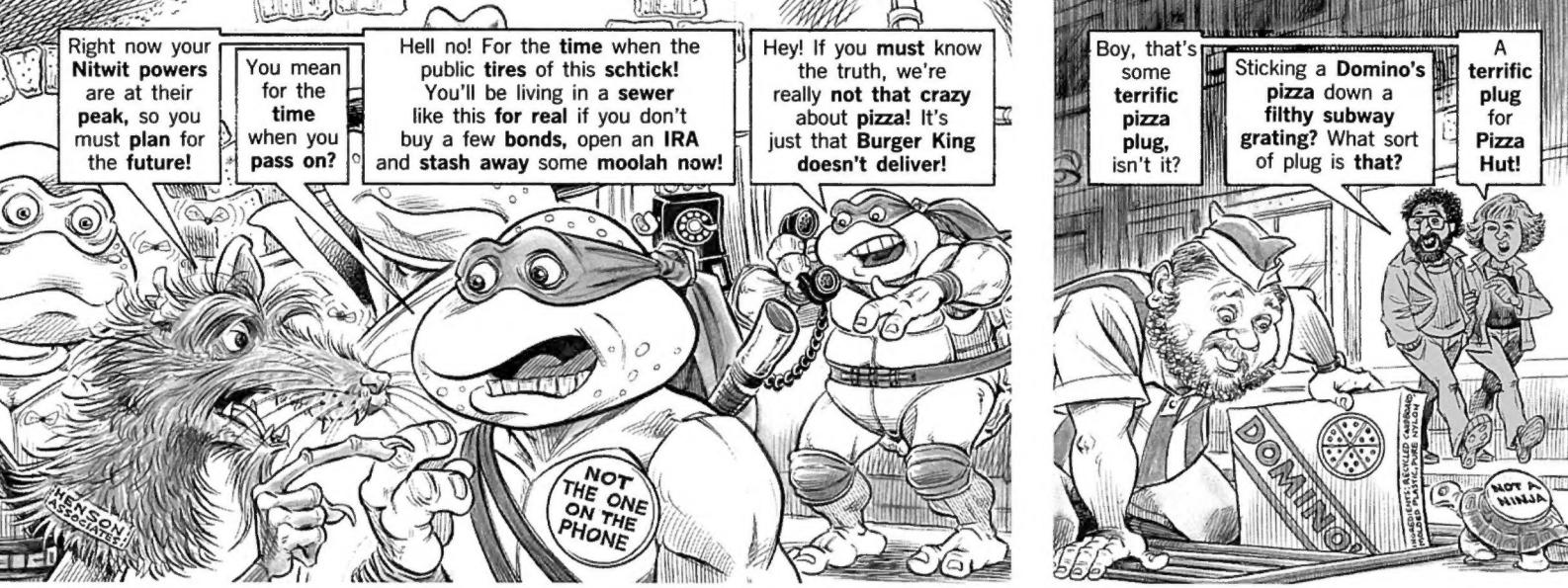
WRITER DICK DEBARTOLO
ARTIST SAM VIVIANO

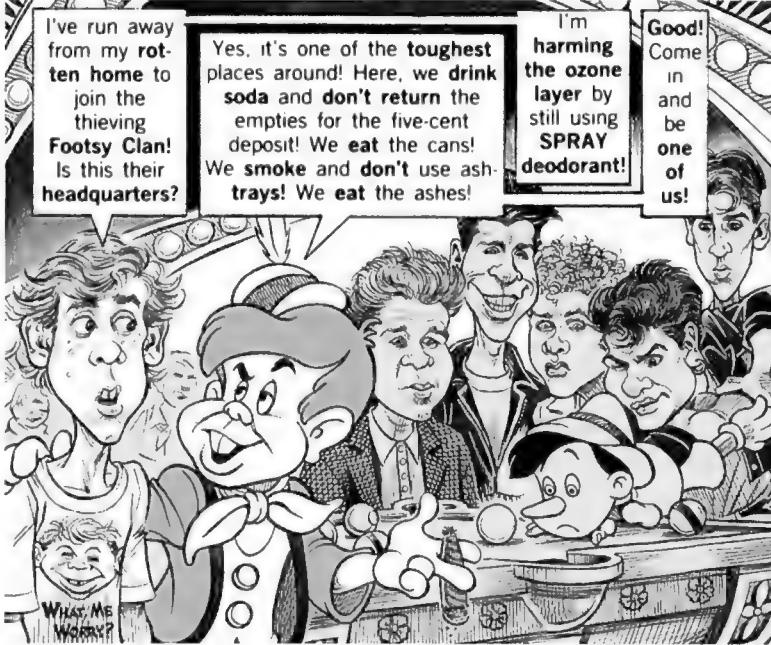
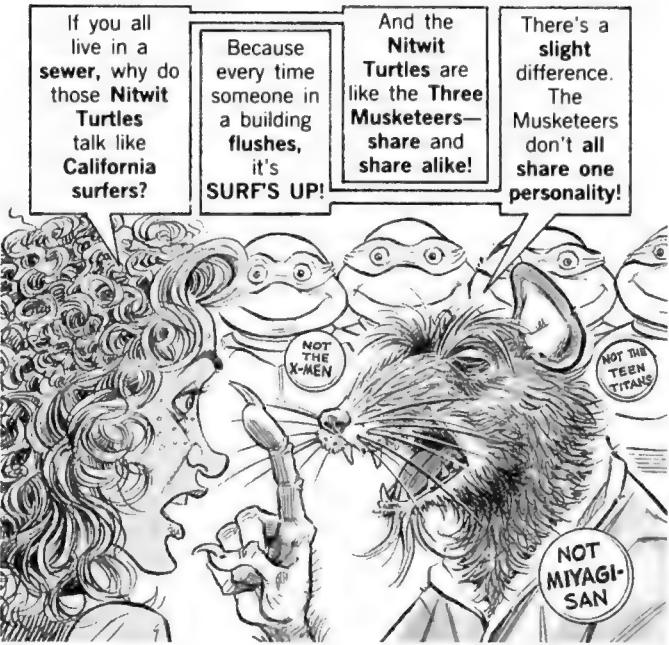
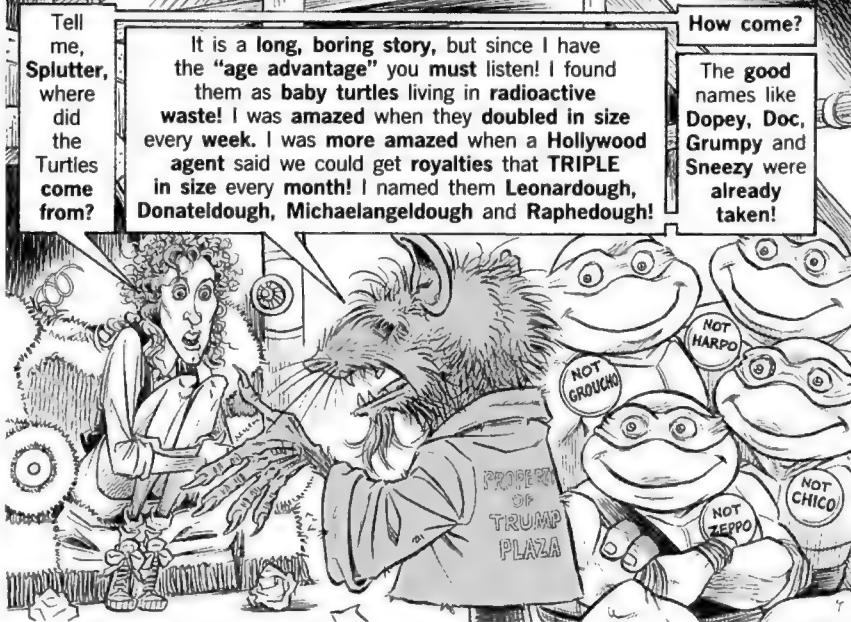
TEEN-RAGE MOOLAH NITWIT TURTLES!

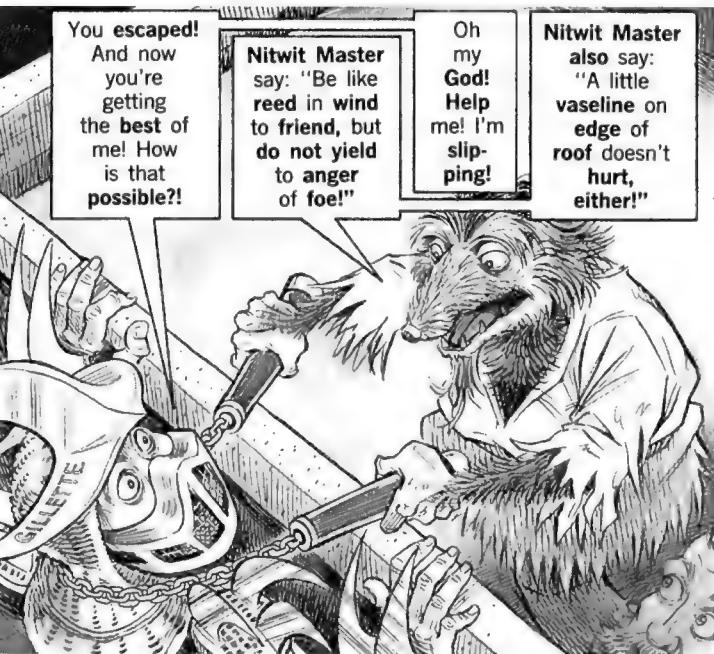
Splutter, today I beat up a dirty, rotten sleazebag who has been preying on the innocent!

I know it's outrageous to charge \$2 for a pretzel, but you must stop beating up all the vendors! Remember, our domain is the shadow! The art of Nitwit is the art of invisibility! We must not be seen anywhere—except on licensed lunch boxes, sweat shirts, hats, bendable dolls, watches, and our Saturday cartoon show and Nintendo games!

NOT YODA









After almost 60 years, Barbie is finally doing something she's never done before. (No, not providing girls with a healthy body image.) She's speaking! The new "Hello Barbie" is Wi-Fi connected and cloud-based. She's fully interactive and programmed to have back-and-forth conversations with millions of eight-year-old girls (as well as thousands of middle-aged creeps who should be on neighborhood watch lists). So what will come out of her creepily frozen mouth? Hopefully, some of these...

THINGS WE'D LIKE THE NEW

HELLO BARBIE TO SAY

We don't really know what happened to **Skipper**...can we **change** the subject?

Okay, you didn't **hear** it from me, but those **Bratz whores** are riddled with **chlamydia**!

I have this **unexpected accent** because our **interactive conversation** is being rerouted through a **processing center** in **Mumbai**.

"**Unrealistically skinny**"? You wouldn't **eat**, either, if you didn't have a **rectum**!

Guess what? I'm not the only famous **Barbie**! The first was **Klaus Barbie**, the Gestapo torturer dubbed "**The Butcher of Lyon**" who was convicted of **crimes against humanity**!

I can't **believe** I only get paid **77 cents** for every dollar a **Buzz Lightyear doll** makes!

You can enjoy hundreds of my **pretty accessories**... but only if your parents **love you**.

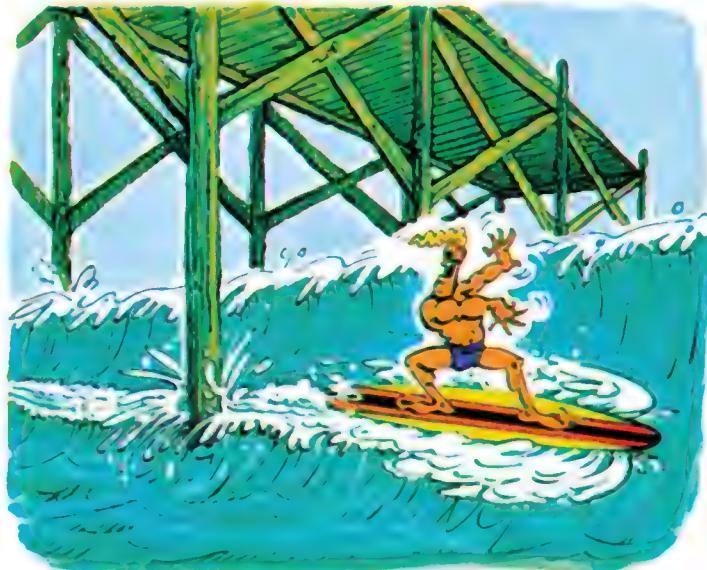
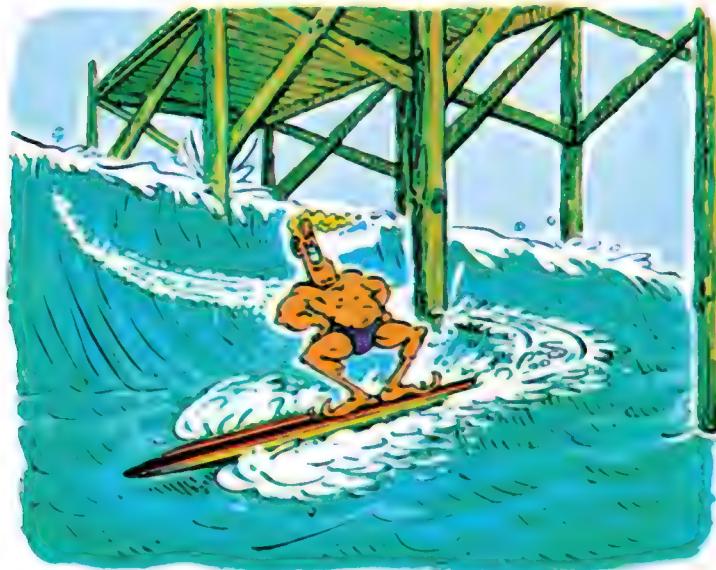
I only have a **20% range of motion** in my arm and leg joints...just like a **fifth-year NFL player**!

By interacting with **Hello Barbie**, the child (hereafter the "User") fully consents to the **collection, use, sale and/or disclosure** of any and all **photographs or audio or video recordings** (hereafter the "Data") of such interactions. User further agrees that such **Data may be shared with or sold to** vendors, service providers or other third parties **without notification or compensation**. User hereby **cedes universal ownership rights** to the Data, which may **be packaged** into any negotiation, sale of assets, merger, financing or acquisition. **This policy** is subject to change without notice.

I like horses — do you like horses too?



ONE DAY AT THE BEACH



WRITER SERGIO ARAGONÉS

ARTIST DON MARTIN



ORIGINALLY PUBLISHED IN MAD #120, JUL 1968



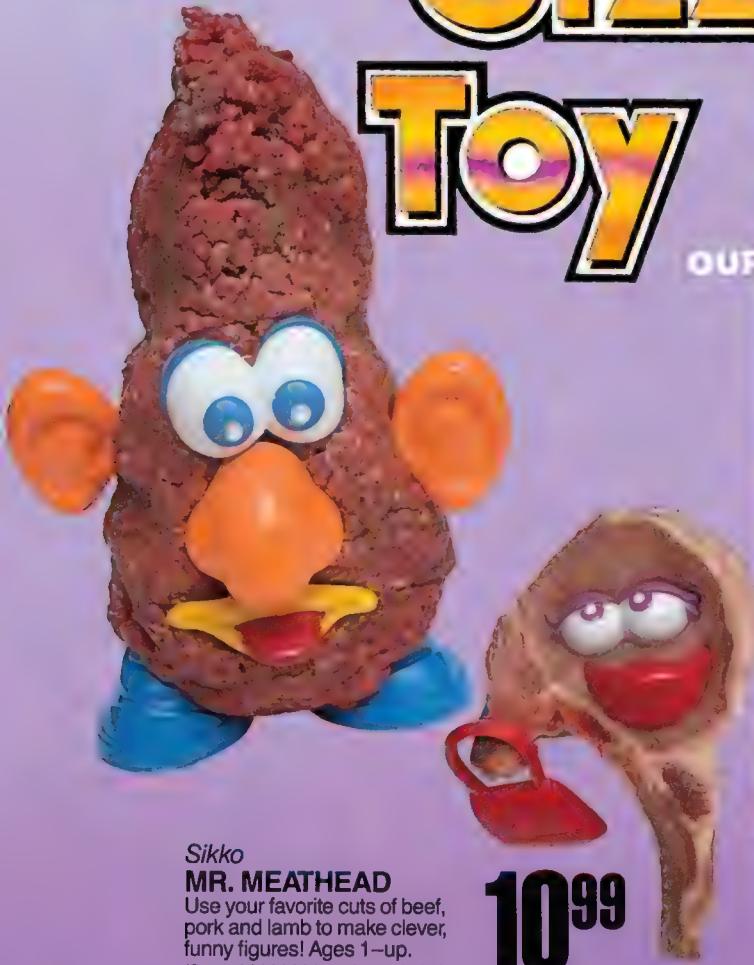


TOYS 'R' U

THE WORLD'S GREEDIEST TOY STORE

Sizzling Hot Toy Savings!

OUR PRICES AREN'T AS HIGH AS USUAL!



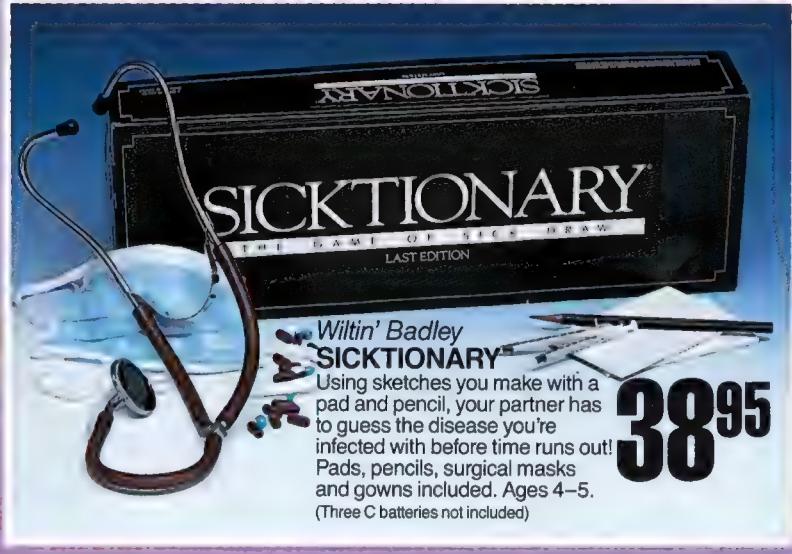
Sikko

MR. MEATHEAD

Use your favorite cuts of beef, pork and lamb to make clever, funny figures! Ages 1-up.

(Seven AAAAAAA batteries not included)

10⁹⁹



Wiltin' Badley
SICKTIONARY

Using sketches you make with a pad and pencil, your partner has to guess the disease you're infected with before time runs out! Pads, pencils, surgical masks and gowns included. Ages 4-5. (Three C batteries not included)

38⁹⁵



Mattel

BAG LADY BARBIE

Now, like millions of real people, this new Barbie model is neglected by the federal government too! Comes complete with cardboard box shelter. Shopping cart, old newspapers and rags sold separately. And don't forget Bag Lady Barbie's companion, Wino Ken! Ages 2-up.

(Two DD batteries not included)

12⁹⁹



37⁹⁸

Includes Mike Scott baseball

WE ACCEPT:

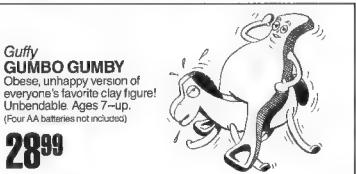
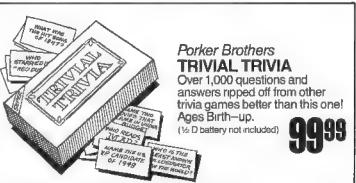
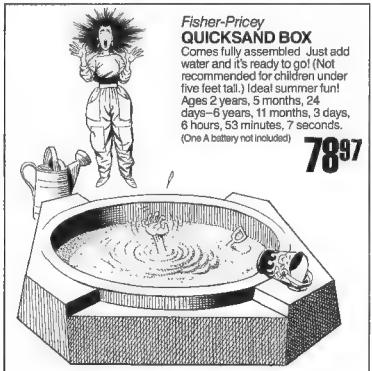
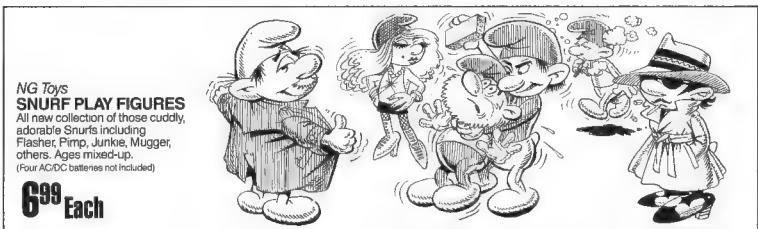
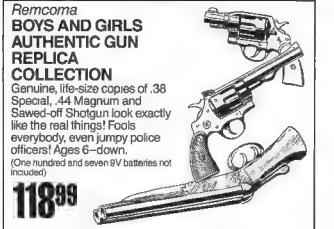
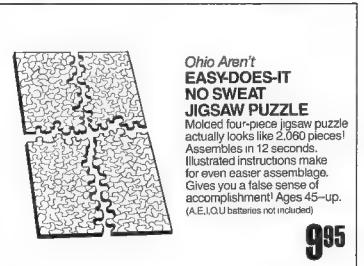
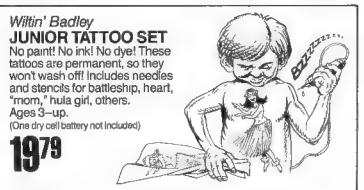
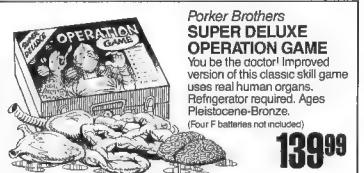
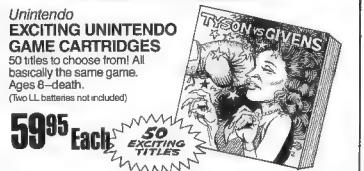
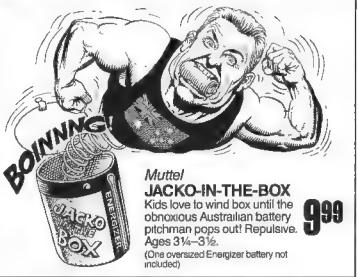


TOYS "R" U

BIG DISCOUNTS! HUGE SELECTIONS!

NO GUARANTEES!

TOYS "R" U



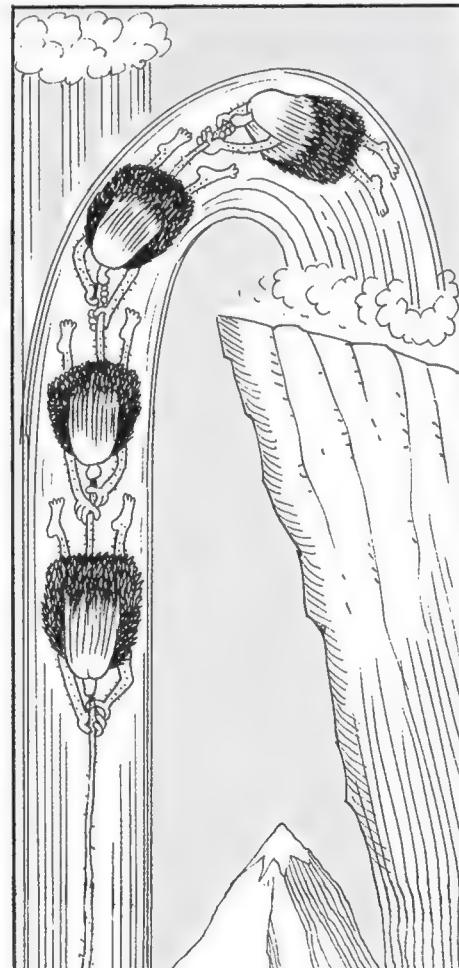
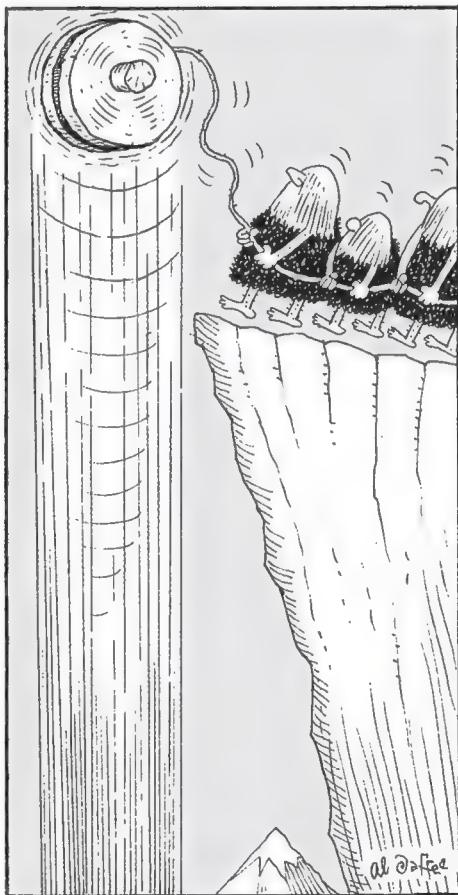
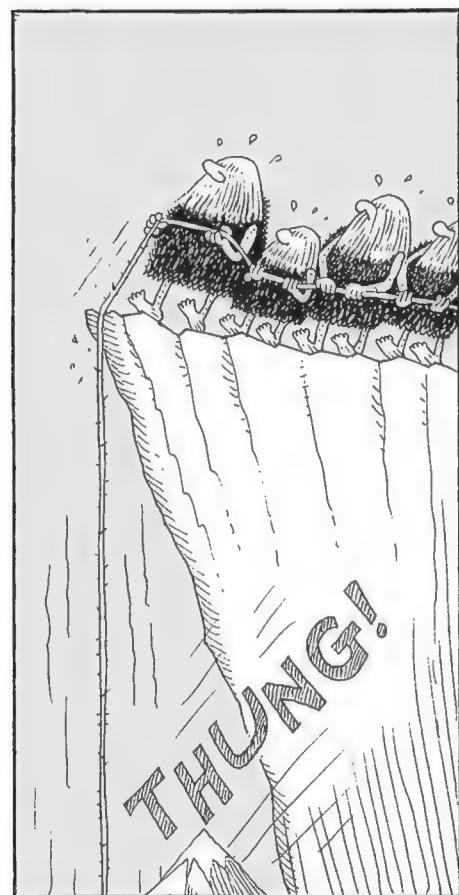
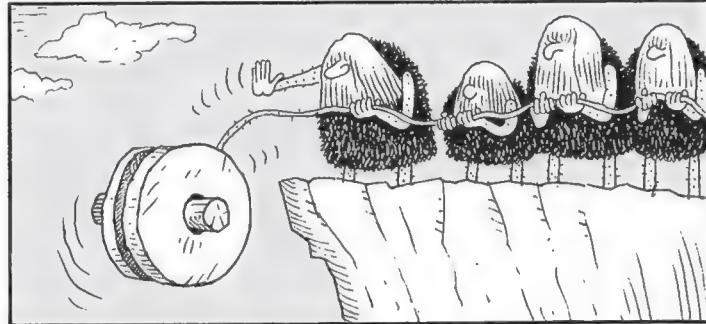
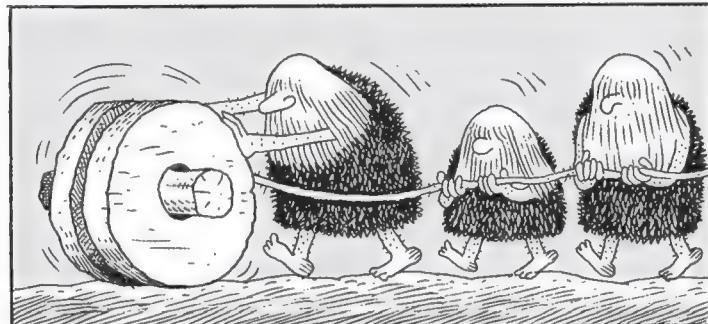
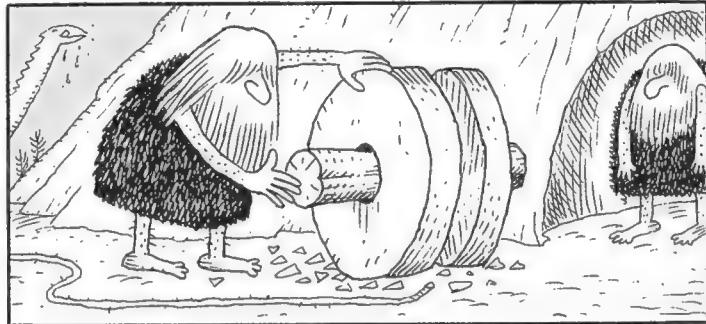
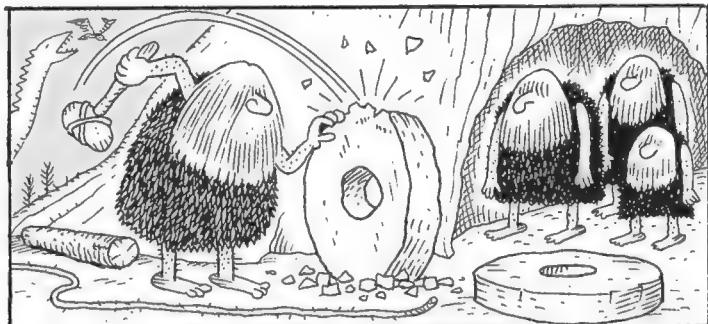


SPINNING IS THE ONLY THING DEPT.

THE MAD WORLD OF YO-YOS

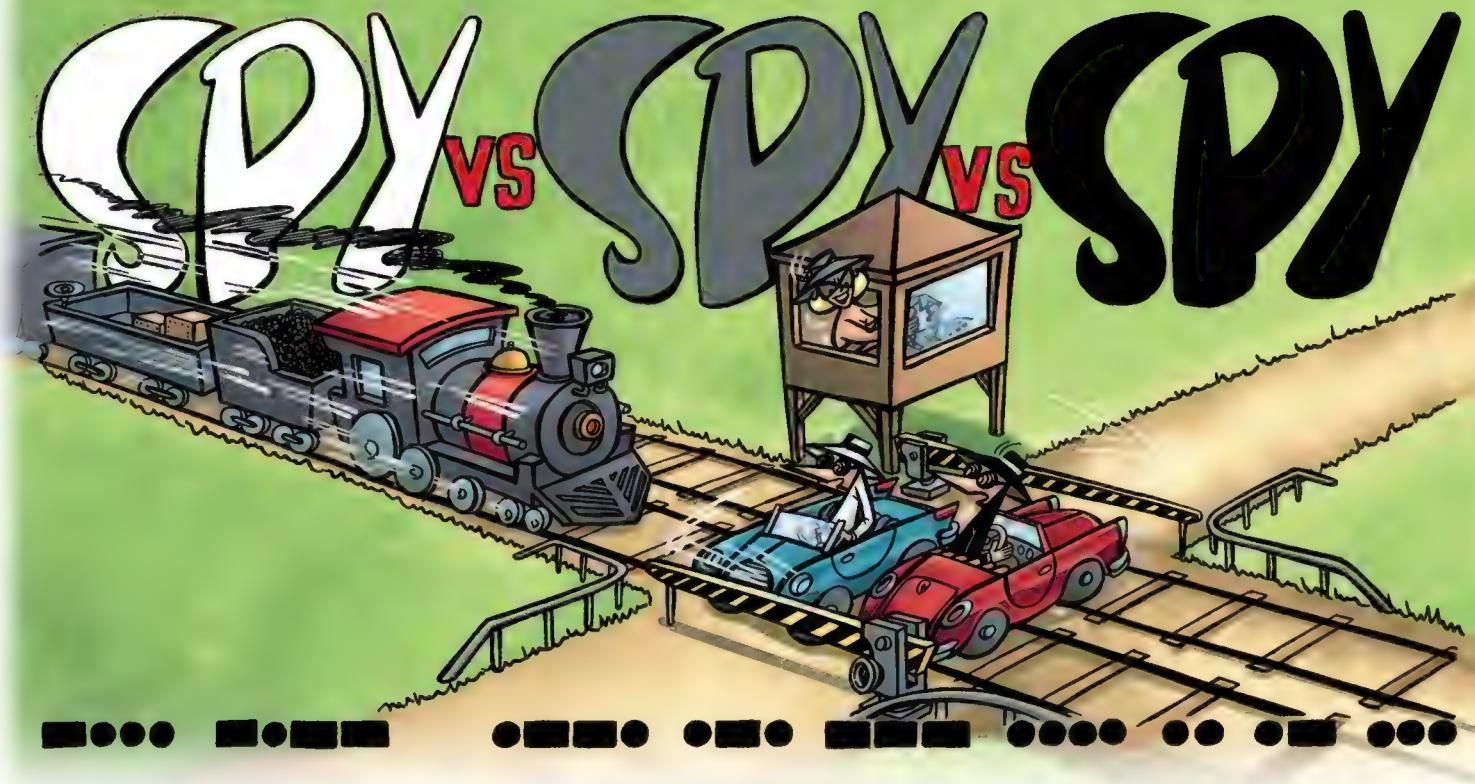
Part I: In The Beginning

WRITER DUCK EDWING ARTIST AL JAFFEE

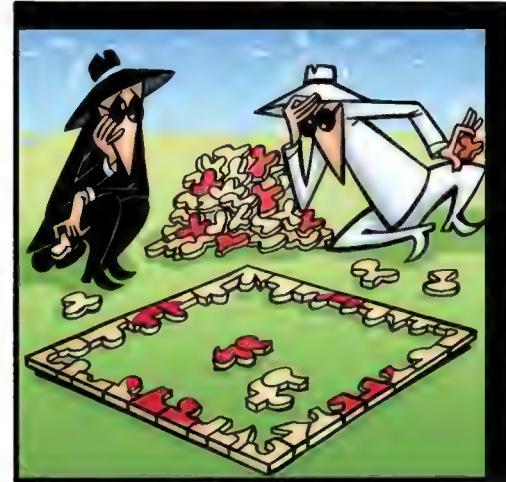
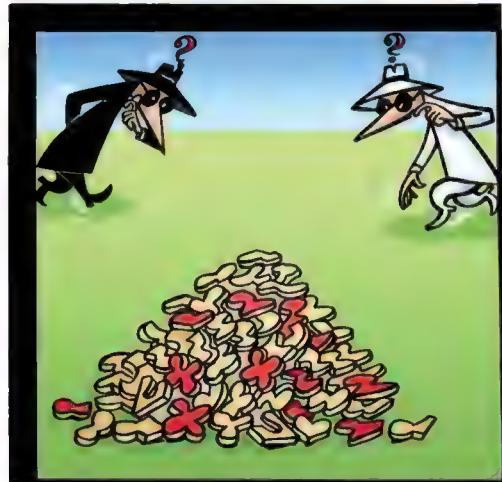




JOKE AND DAGGER DEPT.



WRITER & ARTIST ANTONIO PROHIAS



ORIGINALLY PUBLISHED IN MAD #77, MAR 1963



MAD's maddest artist, who breaks people up with his zany cartoons, now recalls an incident that really broke him up, mainly the time he foolishly tried playing with...

THE BOY and HIS TOY

WRITER & ARTIST DON MARTIN

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A MAD PEEK BEHIND THE SCENES AT PEE-WEE'S PLAYHOUSE

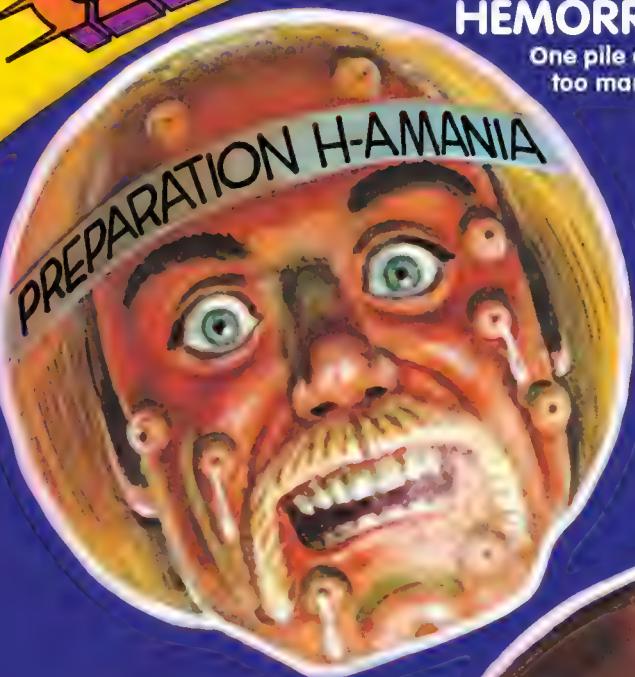


MAD CELEBRITY MADBALLS

HULK
HEMORRHOID

One pile diver
too many!

PREPARATION H-AMANIA



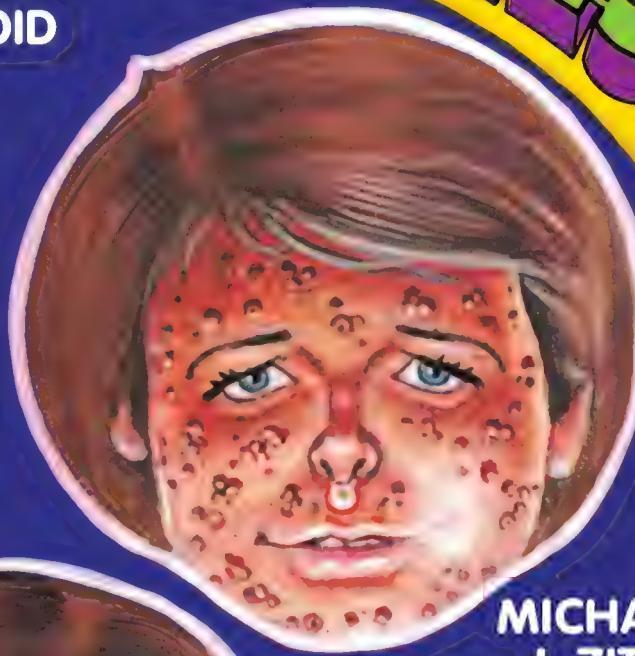
MARY LOU
RETINA

Scored a perfect
20/20 with the
gross judges!



MICHAEL
J. ZITS

TV actor goes from
hackneyed to acne!



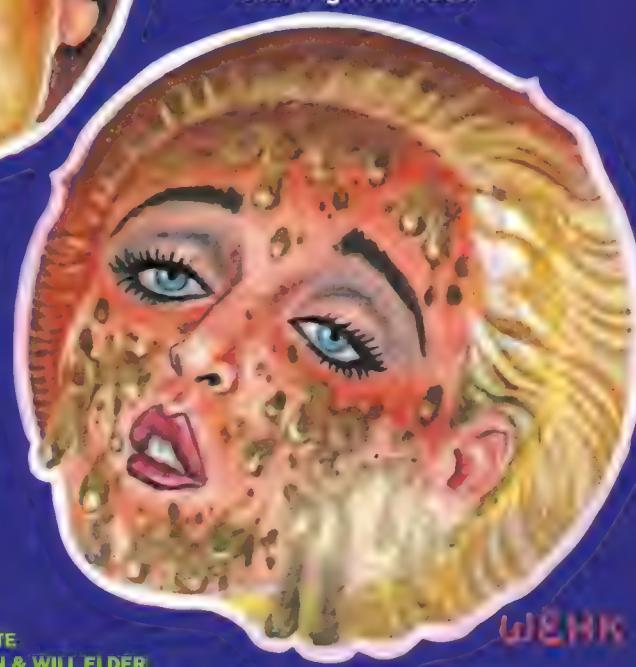
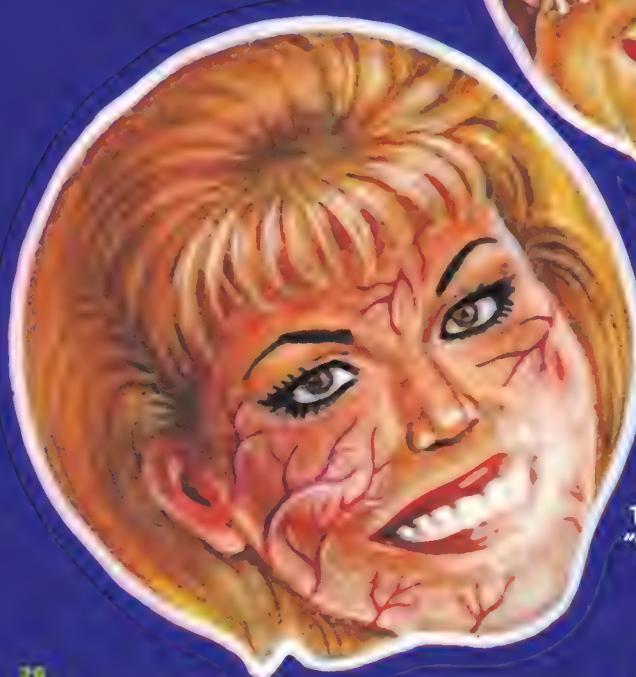
MUDONNA

Like our dirty version?
Sean Pig Penn does!

REASS

VEINY
WHITE

This Miss Fortune
"wheel" make you
filthy wretch!



WRITER J. PRETE

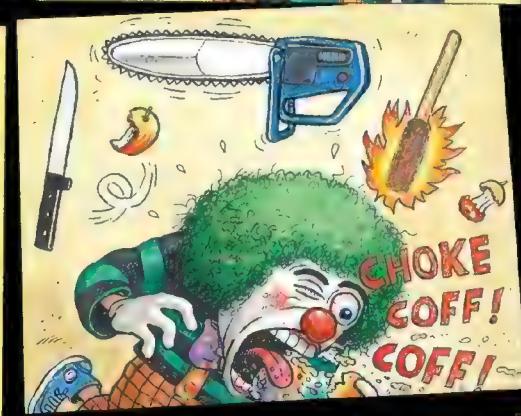
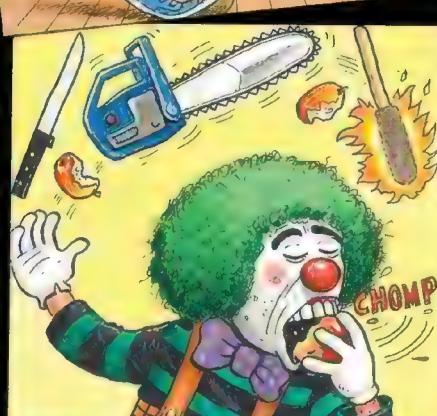
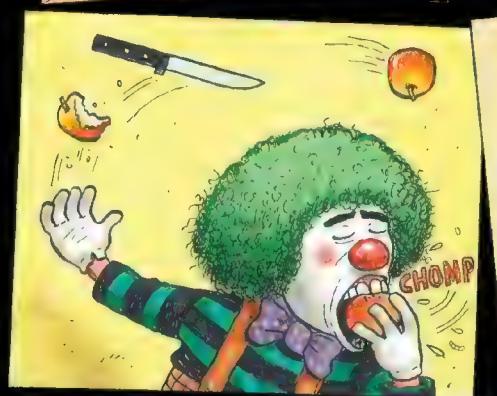
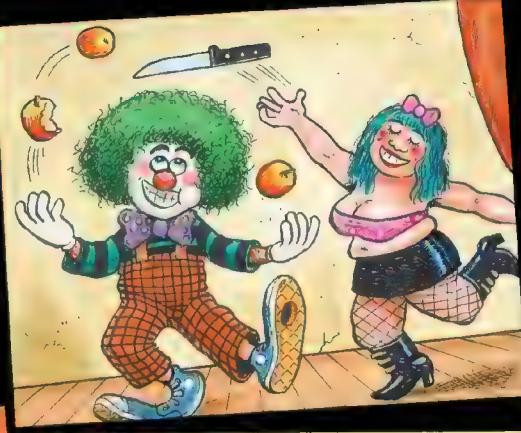
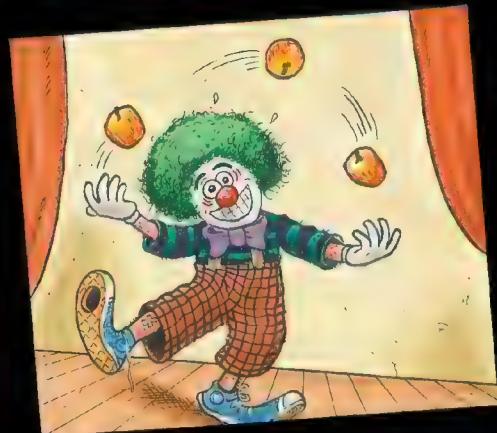
ARTISTS HARVEY KURTZMAN & WILL ELDER



HONOR IN A JUGGLER'S DEBT

SUGAR SUGAR

THE JUGGLING JUGGLER WHO JUGGLES



The trouble with kids today is: they get the wrong conception of what life's all about. They think life is all play, and the world is just one big playground. We figure they get this idea from the very playgrounds they play in. They don't prepare kids for the miserable adult life they face. Therefore, we at MAD have designed the following playground equipment to prepare kids for adult life. Mainly, now they can be just as miserable as we adults are, suffering in...

THAT PREPARE KIDS FOR ADULT LIFE



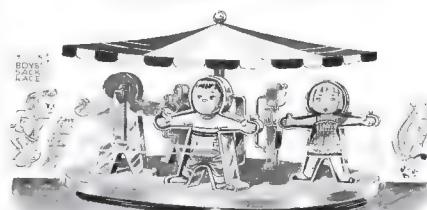
PLAYGROUNDS

WRITER & ARTIST DAVE REED

● **THE SHOWY PYRAMID** Teaches kids the art of "Social Climbing".



THE SOCIALLY ACCEPTABLE MERRY-GO-ROUND



**THE CONSTANTLY
OUT-OF-REACH SWING**



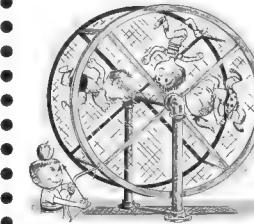
THE TANK OF SURVIVAL



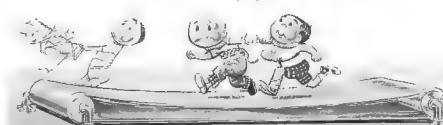
**THE LADDERS
OF IMPOSSIBILITY** Teaches kids how to get along without any visible means of support.



THE BUSINESS TREADMILL Trains kids for the old rat-race



THE SOCIAL TREADMILL Gets kids into condition for "keeping up with the Joneses."



THE LADDER OF UNREALITY



THE STAIRWAY

TO SUCCESS

Trains kids to get to the top over the backs of others.

THE SLIDE

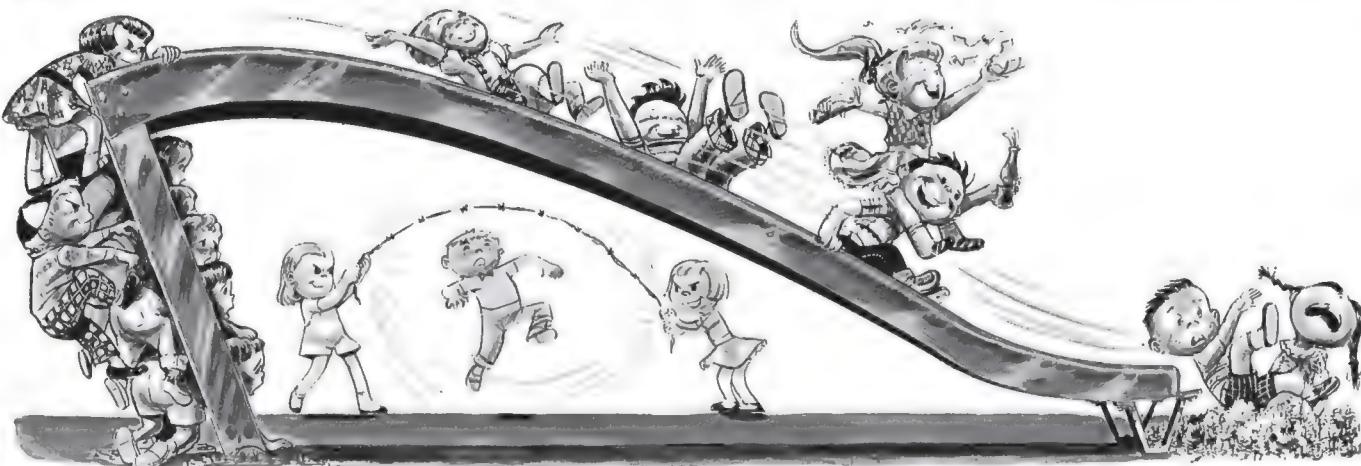
OF FAILURE

Shows kids that the way down is fast and easy.

THE NET

OF TRUTH

Teaches kids that, though life may look like a bed of roses, it's really full of thorns.



THE STEAMER
PLAY HOUSE

Prepares kids for today's "Pressure Cooker" society.



THE BAR
OF MORALITY

Trains kids to walk the straight and narrow.



THE LIVE-FOR-TODAY
SANDBOX

Teaches kids to have fun before time runs out.



THE RINGS
OF INFLATION

Teaches kids the art of stretching the dollar.





STRING FEVER DEPT.

When you need to know about Yo-Yo tricks, you should come to the Yo-Yos here at **MAD!** We are the official keeper of the list of...

UNOFFICIAL YO-YO TRICKS EVERY KID KNOWS

WRITER DAN BIRCHER ARTIST PAUL COKER JR.



PLUMBING THE DEPTHS



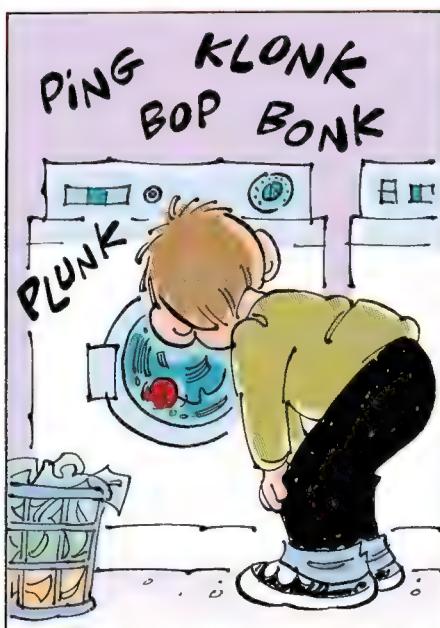
BUMPS IN THE NIGHT



TEASING THE BEAST-THING



FLIRTING WITH DEATH

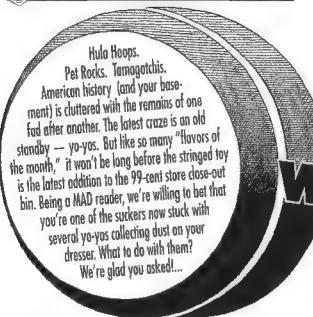


SYMPHONY FOR DRYER



CONFUSING THE DRUNK

STICK A FORK IN THEM, THEY'RE DUNCAN DEPT.



THE MAD WORLD OF YO-YOS

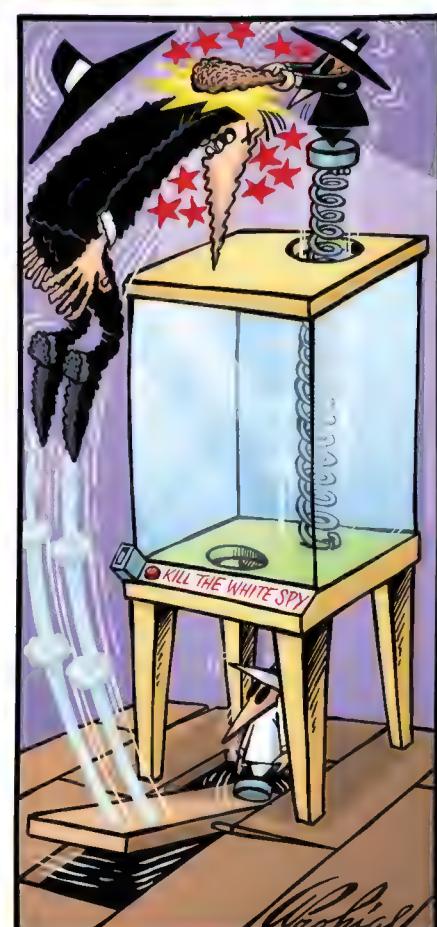
Part II: An Idea Gone Bad

WRITER DUCK EDWING ARTIST AL JAFFEE





JOKE AND DAGGER DEPT.

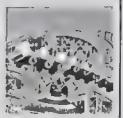


ORIGINALLY PUBLISHED IN MAD #184, JUL 1976



WRITER & ARTIST ANTONIO PROHIAS

Prohias



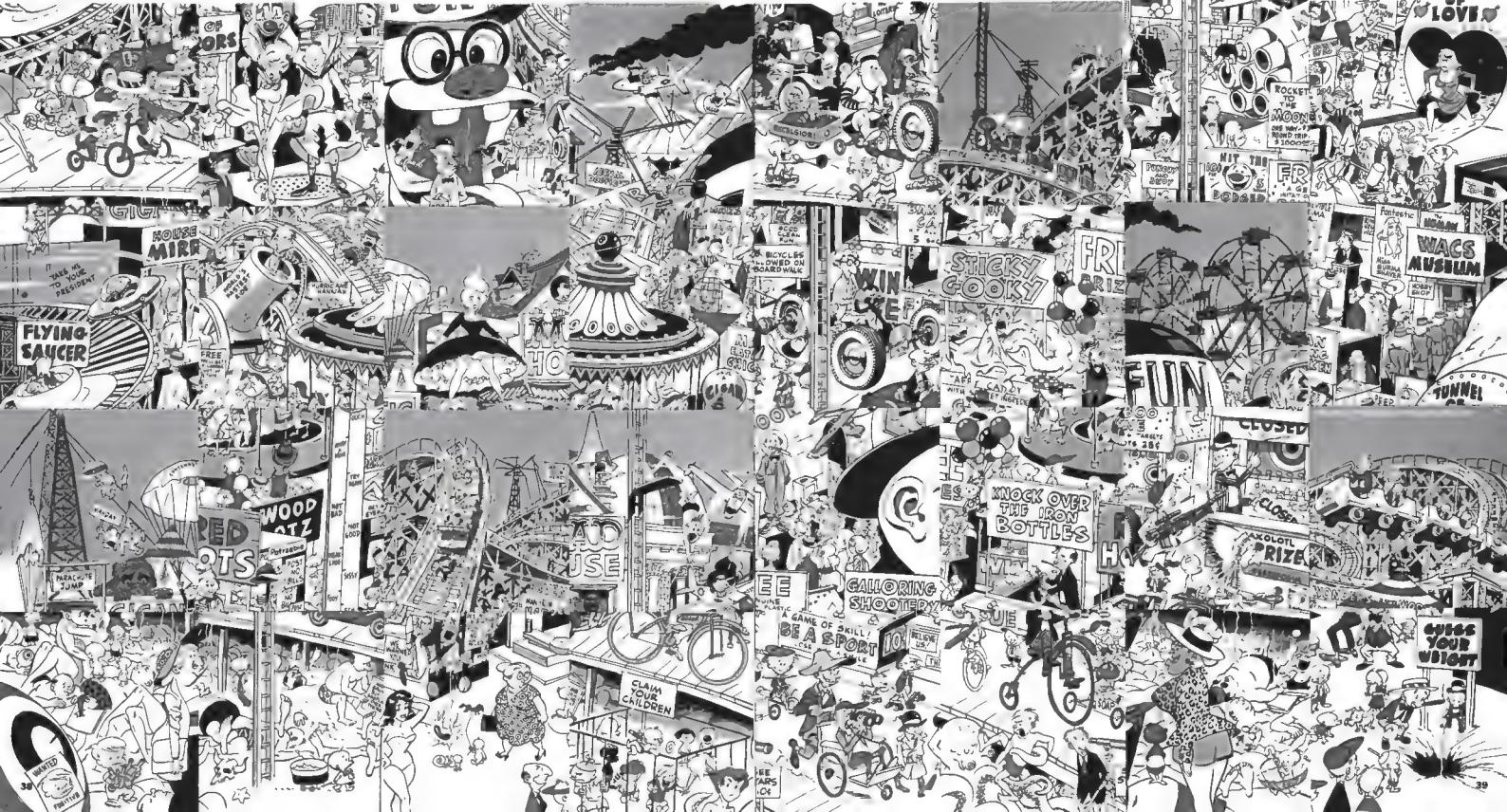
POST CARD
The Editors
Mad
225 Lafayette St.
N.Y. 12, N.Y.

This past summer we sent MAD artist, Wally Wood, on a well-deserved vacation. But being a MAD artist, Wally just couldn't keep away from the drawing board. So every day, we received a post card with a sketch like the one at left. Wally insisted that if we'd put 'em all together, they'd make one big panoramic view of the place where he spent his vacation. So we put 'em all together, and got results printed below. Now Wally tells us we had to put 'em together in the right order, like a picture puzzle! So if you're interested, you can cut out and reassemble Wally Wood's post card sketches in the right order. When you do, you'll have a panoramic pictorial report entitled:

CONFUSEMENT PARK DEPT.

MAD VISITS CORNY ISLAND

WRITER & ARTIST WALLY WOOD



POLLED SEPARATELY DEMP

POLITICAL ACTION FIGURES

WHAT THE COUNTRY NEEDS NOW IS SOMETHING OUT OF THE STATUS-QUO. THESE AREN'T YOUR TYPICAL POLITICAL FIGURES; THEY OWN AN ACTION FIGURE, SO NO MORE SILENT GOVERNMENT AND TOYS WILL LEAVE YOU FEELING ANGRY AND CONFUSED, EASILY SWINGING FROM SIDE TO SIDE AND VIOLENTLY PUNCHING PEOPLE TO FULFILL YOUR CIVIC DUTY BY BUYING SOME BRAND NEW...

Kamala Harris is...



Hailing from the old maple tree just beyond the bramble thicket, Bernie Sanders is...

COLONEL VOTE CUTTER™

Though not technically an "action figure," this well-loved fan favorite was one of the most popular items in political stores and was recently returned from production.

But due to overstock, it's back on shelves!

NOW!
includes the
**BEST OF
INTENTIONS!**



Mitch McConnell is...



DOCTOR TERRAPIN

McKinney's second-most haunted hog!

FEATURING:
skin-sloughing actions, repugnant smell, and glowing black heart.

ZAP! ZAP! ZAP! ZAP!



KEEP UP!
The all-new
PRINCESS POWERSTAR

comes with the most progressive features, most relevant accessories, and is already every kid's favorite!

INCLUDES: Sothing & Insightful SOCIAL MEDIA POSTING ACTION™!

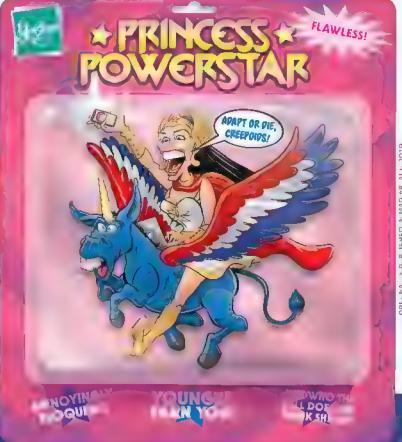
Hidden Grizzlies

GRIZZLOR THE ULTIMATE SENATE Sycophant FLIP*FLOP



Good guff! Bad guff! It's fun to gossip! GRIZZLOR'S FAIR-WEATHER LOYALTY™ features changing affiliation depending on the outcome of each battle, using an internal computer chip to haphazardly assume the beliefs of other nearby action figures!

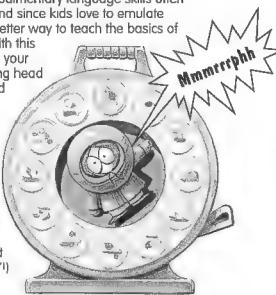
Alexandria Ocasio-Cortez is...



able subscribers, animation fans and fart joke lovers agree: "South Park" is the hottest show to hit the air in years. It's already Comedy Central's top-rated program EVER! (Of course, to do that, it only had to beat 1996's "Paul Rodriguez Presents: The Best of the Chuckle Hut.") Anyway, it's obvious that the powers-that-be won't rest until they've squeezed every profitable drop out of the series. They've already got more products out for you to buy than "South Park" episodes for you to watch! But will the greedheads stop at stickers, T-shirts, greeting cards, calendars, posters, caps? (Does Cartman share his Cheesy Poofs?) Comin' at you faster than Mecha-Leonard Maltin, it's...

THE KENNY McCORMICK SPEAK & SAY

Youngsters learning rudimentary language skills often need an extra boost! And since kids love to emulate their TV heroes, what better way to teach the basics of communication than with this educational toy? Watch your child imitate the spinning head of Kenny as it stops and says, "Ammrrrrph," "Rrrmmrrrr rrrmmll," or "Fmmmmrr wvrrmm-mrrff." Language can inspire and persuade, but it's never as powerful as when it's used to confuse and exclude. Your kids will say a big "thank you!" (At least, that first word MIGHT be "thank"!)



ODDBALL CELEBRITY CAMEO COLORFORMS

Leave the endless superstar wisecracks to the late-night talk shows. "South Park" goes after those hard-to-locate (or even recognizable) targets, like Philip Glass, Patrick Duffy and Tina Yothers. Now you can join the esoteric excitement with these Oddball Celebrity Cameo Colorforms. Comes with all your, um, favorites!



SET INCLUDES:

Craig T. Nelson, Barbara Bosson, Jar-Michael Vincent, Rick Astley, Dustin "Scratches" Diamond, Pam Grier, Brett Somers, Robert Wuhl, Edie Anne and more!

Now with
NORMAN FELL!

WRITER DESMOND DEVLIN ARTIST SCOTT BRICHER

SOUTH PARK



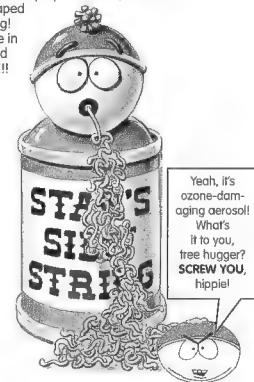
TOYS & PRODUCTS

Coming to a Shelf Near You!



STAN'S SILLY STRING DISPENSER

Relive your first tentative, tender experience of romantically-induced projectile vomit, with this Stan Marsh-shaped can of Silly String! Press the nozzle in Stan's head, and BLUGGGGH!!!! The way to a Stan's heart is through his stomach, and you'll be spewin' chunks o' love for up to 25 feet! (Also available: Kenny's Explosive Diarrhea Silly String Dispenser!)



Yeah, it's ozone-damaging gerso! What's it to you, tree hugger? SCREW YOU, hippie!

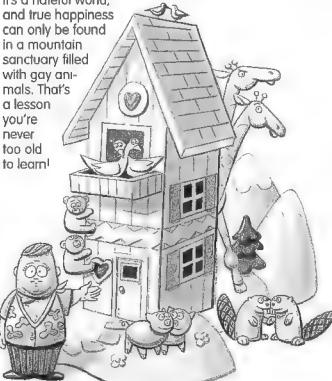
MR. HANKEY HIGHLIGHTER

Perfect for the student in your life. Avoid the inky, unnatural fumes caused by the usual yellow markers with Mr. Hankey's natural fumes! Crumpling for finals is always a tight squeeze, but with help from the Christmas Poop, it'll all come out right in the end. Why settle for a #2 pencil when you can have **actual #2?** And what a surprise for the next student who opens that schoolbook! The Mr. Hankey Highlighter makes a great stocking stuffer — hidey-ho, ho, ho!

From the day of his first "morning wood," Mr. Hankey has had a passion for sex. His "every sixteen .2" the American male has most of his hours thinking about females. He has a certain "sin quota" that makes them so very... sin quota! (A .6.3 for every one...)

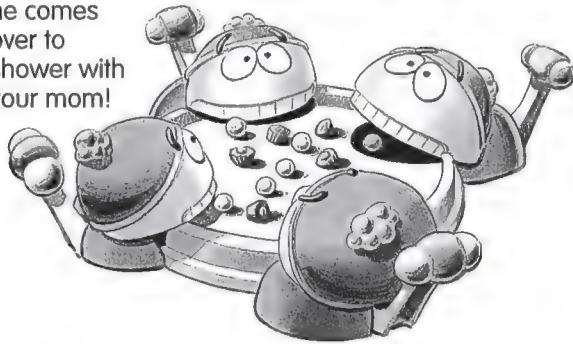
BIG GAY AL'S BIG GAY ANIMAL SANCTUARY ACTION PLAYHOUSE

Barbie and Ken's Malibu Dreamhouse just a little too stodgy? Dump the convertible, the swimming cabana and the 2.3 kids and move on up to the wildlife side! Whether you're a homo hippo, queer quail, or even a closet clam, you'll find full acceptance at Big Gay Al's! It's a hateful world, and true happiness can only be found in a mountain sanctuary filled with gay animals. That's a lesson you're never too old to learn!



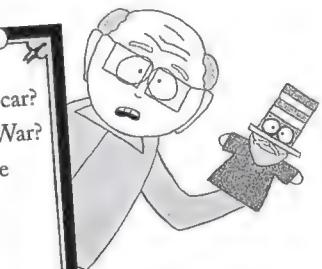
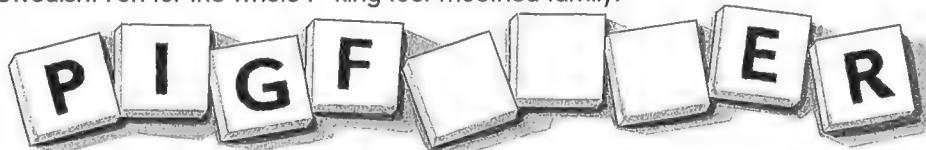
HUNGRY HUNGRY CARMANS

You've gotta keep your fingers movin' and your mouth a-flappin' in this fast-moving battle of reflexes and unpleasant gluttony! Scarf up more Cheesy Poofs and Snacky Cakes than your dildo opponents, and you kick ass! Totally! But let those hippies take what's rightfully yours, and all your barely-concealed feelings of worthlessness will spring to the surface. Play it with your friends, or with that hairy park ranger who you're supposed to call your uncle whenever he comes over to shower with your mom!



COMEDY CENTRAL SCRABBLE

Like the classic Parker Brothers game on which it's based, Comedy Central Scrabble players combine luck and knowledge to form words and amass points. But since this is basic cable, this version includes a mere 75 letter tiles and over 300 blank ones so that your barely-bleeped words can be legally played! There's even one special umlaut tile so you can curse in Swedish! Fun for the whole f***king foul-mouthed family!



QUESTIONS

- (G) Who discovered France?
- (E) Why didn't *Scent of a Woman* win the Oscar?
- (H) What was the cause of America's Civil War?
- (AD) Which one of Shakespeare's works did he write while on the moon?
- (SN) What does the offspring of a pig and an elephant look like?
- (SL) Why does society treat its athletes better than its other citizens?

ANSWERS

- (G) Christopher Columbus, after he freed the Hebrews from Napoleon.
- (E) Because the Mafia controls Hollywood with a big fist.
- (H) Gay Mexicans.
- (AD) The original pilot for *Blossom*.
- (SN) That's not really important for you to know.
- (SL) Because they're better people.



COOKIN' RUMPLESCRUMPTIOUS RECIPES WITH CHEF VIDEO

The taste of the school cafeteria in the comfort of home? Sounds too good to be true! But with this handy tape, you can enjoy somewhat flavorful sensations like Vegetable Medley or Salisbury Steak Casserole, just by following Chef's very private step-by-step instructions. Eat up, children! Here's Chef preparing one lip-smacking sample:

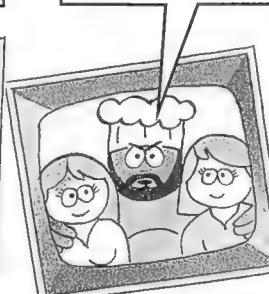
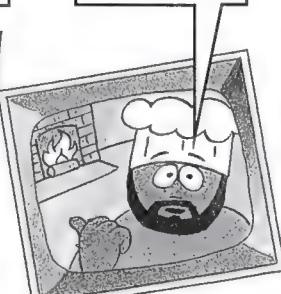
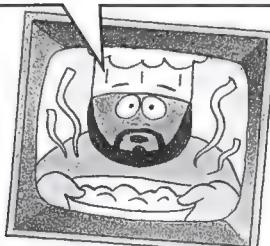
Okay, folks, next up is my famous Oyster Pot Pie in Love Gravy! This recipe serves two – or three, if you can swing it! You'll need: a dozen oysters, a chilled bottle of '97 chablis and a burnin' log of love!

First, take the phone off the hook! Then, you heat the fireplace to 450 sweet degrees! And then...

I'm gonna bend you over the hibachi
And then undo your zipper!
You'll be Joanie to my love Chachil!
Blast off to my Big Dipper!

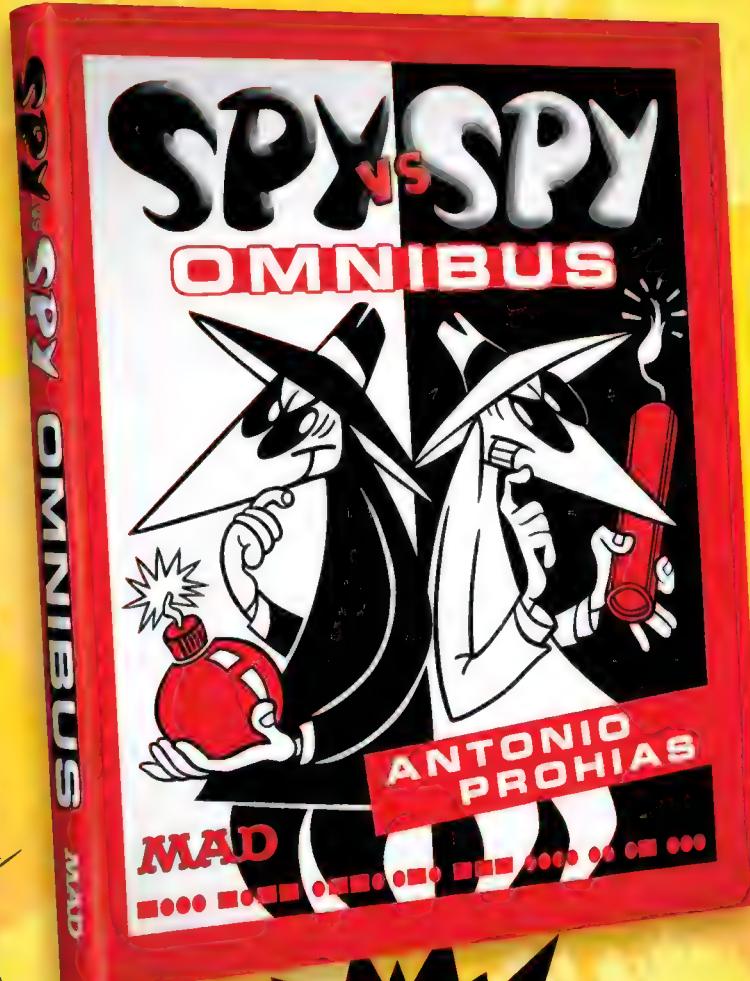
But it's my meat thermometer
That will really make you squeeeeal!
And when I add some spices
You'll know tonight is real!

Oh yeah, love,
Love Gravy!
I'm sayin' love,
Love Gravy!
Love, love, love
gravy, yeah,
Sweet mama, love
gravy, give it,
Give it, uggh...



YOUR ASSIGNMENT IF YOU CHOOSE TO ACCEPT IT... **BUY THIS BOOK!**

MAD



**KINDA
CHEAP!**

BOOM

THE DIABOLICAL DUO OF DOUBLE-CROSS AND DECEIT RETURN TO PRINT IN THIS OMNIBUS COLLECTING 50 YEARS OF SPY VS. SPY!

ON SALE IN OCTOBER

THIS AD WILL SELF-DESTRUCT IN 10 SECONDS!



There's a popular board game called "Pictionary" A rip-off of TV's "Win, Lose or Draw" (which is a rip-off of the old parlor game "Charades"), a player has 60 seconds to draw something while his teammates try to guess what it is. Anyway, We got to wondering what it would be like to play "Pictionary" with some of MAD's so-called "artists" and see how *they* stack up against a 60 second stopwatch! Okay, so it's not such a great idea! But we're stuck with it! Here's...

THE RULES: Each MAD artist was sent a sealed list of things to draw. They had five seconds to think about, and 60 seconds to draw, each item listed. No words or symbols could be used.

PLAY PICTIONARY WITH THE MAD ARTISTS

WRITER J. PRETE

HITLER'S MOTHER



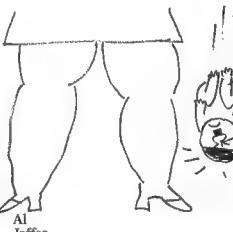
John Caldwell



Jack Davis



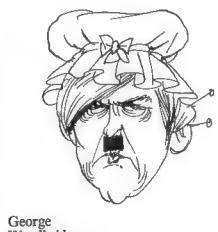
Mort Drucker



Al Jaffee



Sam Viviano



George Woodbridge

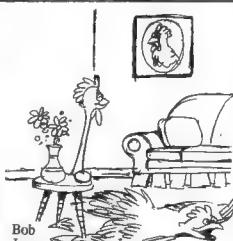
FRANK PERDUE'S LIVING ROOM



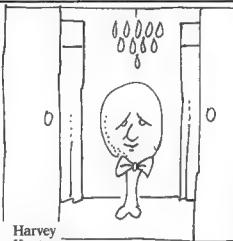
Dave Berg



Don Edwing



Bob Jones



Harvey Kurtzman



Paul P. Porges



Angelo Torres

GLUTTONY



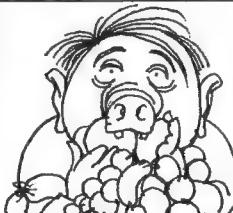
Sergio Aragones



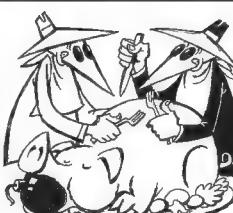
Bob Clarke



Paul Coker



Gerry Gersten



Antonio Prohias



Richard Williams

ORIGINALLY PUBLISHED IN MAD #284, JAN 1989



The LEGO Movie was an important step for the Danish toy maker as it paved the way for world domination. While LEGO has long been known for its colorful minifigures, books and parental foot injuries, it had never been a player in Hollywood. But now that a LEGO film has become a reality, it seems obvious that the brand would have been a natural fit (get it?) in Tinseltown. If you don't believe us, but you'll still think we're snappy (because that's what it's all about) reasons:

Why the LEGO MAN Was Made for HOLLYWOOD



Like the majority of actors in L.A., he's mostly plastic.



His lack of genitalia will give the tabloids plenty of fodder.



His fake hair is more realistic than John Travolta's.



Even though he's an inanimate object made from synthetic material, he still has greater emotional range than Kristen Stewart.



He's better than Daniel Day-Lewis at "becoming" his character.



He won't have a problem sitting during all the lame talk-show

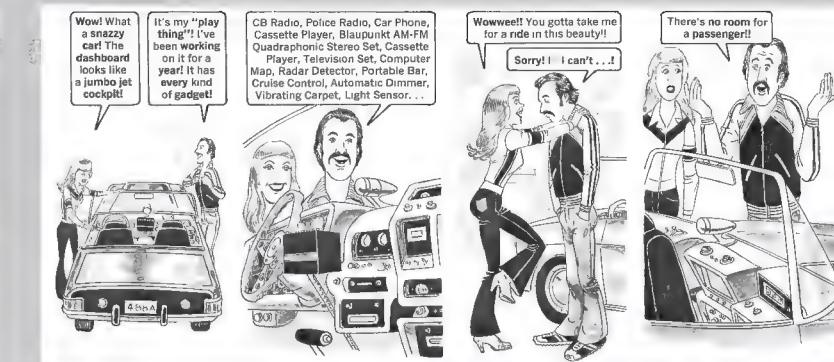
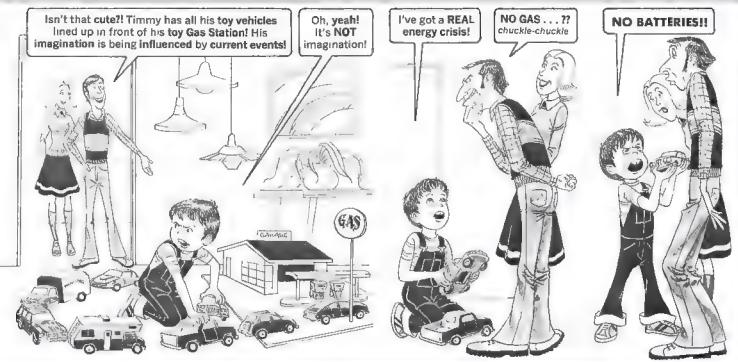


there with a painted-on smile. Interviews he'll have to do.



He'll be able to build an amazing Beverly Hills mansion for about 150 bucks.

WRITER MIKE MORSE ARTIST SCOTT BRICHER



BERG'S EYE VIEW DEPT.

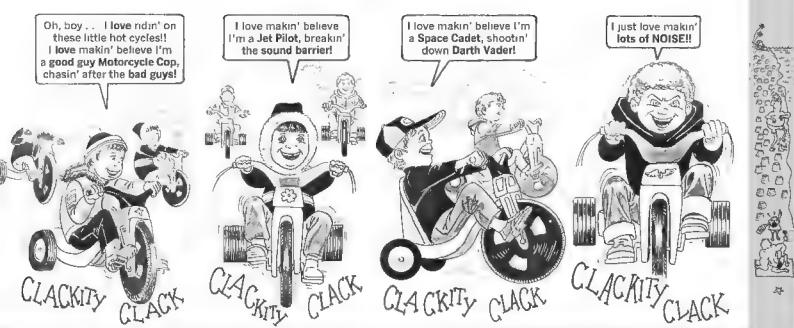
THE LIGHTER SIDE OF...

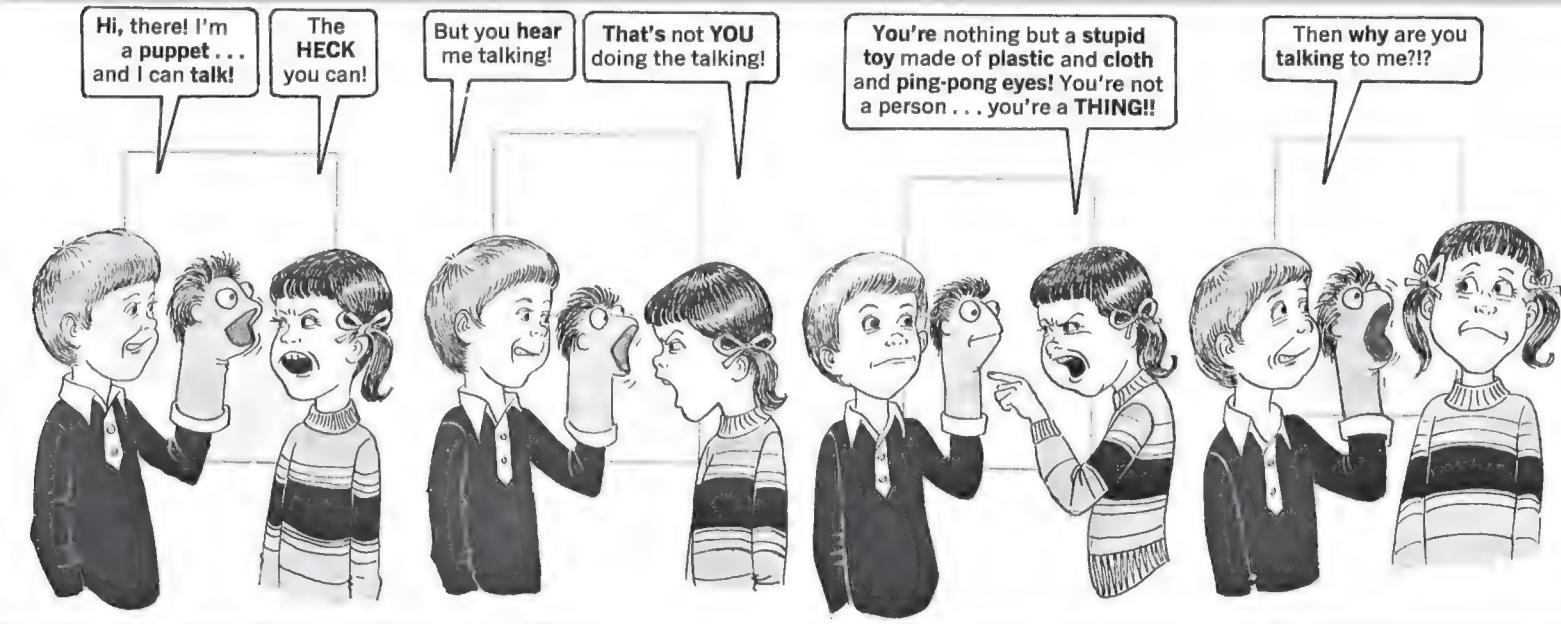
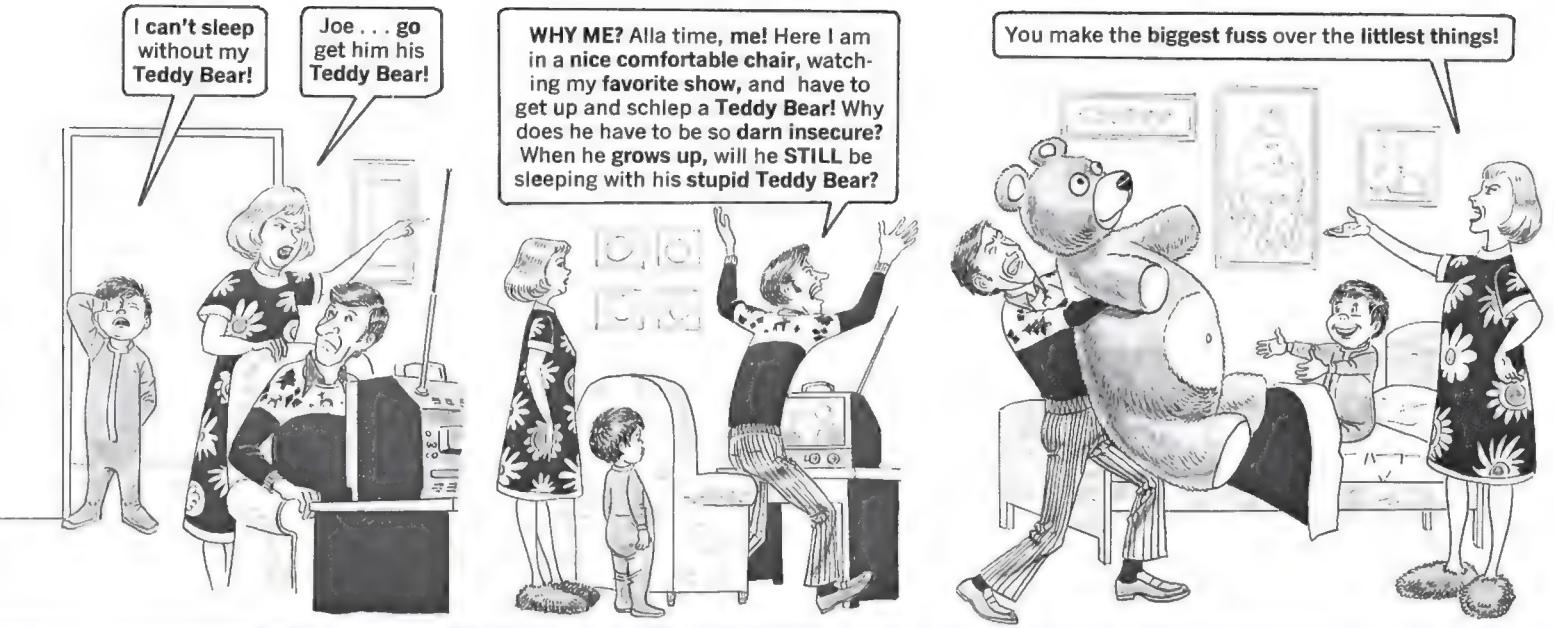


TOYS

WRITER & ARTIST DAVE BERG









BYES AND DOLLS DEPT.

When Ken and Barbie decided to call it quits, it shattered the hearts of millions of devoted fans (notice we said "devoted" and not "particularly bright"). But most painful of all, no real explanation was given. However, while rooting through the dumpster behind Barbie's Dreamhouse (as is our custom on a Friday night), we discovered...

From the
Desk of

Barbie

Since we started dating, I've been a fashion designer, an astronaut, an animal doctor, a rock singer, an actress, a painter, a firefighter, a paleontologist, a pilot, a Marine, a lifeguard, a ballerina, a dentist, a stewardess, a sales clerk, and a candidate for President. What have you ever done?!

Being a plastic boy toy is no way to spend a life, Ken. It's time for you to get real.

I still remember the night I came home early to our hot tub and bathworks playset, and found you there, naked, with G.I. Joe. You said it was innocent, that you'd only stripped off each other's clothes because a kid drew all over them in purple magic marker. And I took a chance and believed you. After all, neither one of you have a sheen. But I had doubts.

Then, after I found a pair of raggedy panties inside the glove compartment of your fun time convertible, I had some major life decisions to make. Decisions even harder than "strawberry lip gloss or neon?"

And I came to realize that I have some self-esteem issues. I'm famous, I'm rich, I'm an icon, and still I can't get a marriage proposal out of you after 40 years. Who do you think I am? Oprah? A girl can only stare at her disco lamp, her slide 'n splash pool, her karaoke kit with carrying case, and her other 43,000 possessions for so long.

We've grown apart. You've always treated me like I'm some kind of interchangeable bimbo, as if there are a billion other dolls out there just like me. Haven't I always maintained my 49-6-28 figure? Or am I just some kind of hollow plaything? How I've longed to hear those three little words from you, Ken, and I don't mean "no assembly required."

I need some shelf space. I feel like I'm suffocating inside a small cardboard box. I'm in pain, Ken, and not just from holding the same blank expression since 1961. I still have fake feelings for you. My love once burned as brightly as the 3-watt bulb in my oven. This breakup doesn't have to be forever. After we've had some time to think, after we've discovered where our lives are headed, and especially after the marketing department of Mattel milks the everlasting piss out of this, we'll get back together. Probably just in time for the holiday season.

Party on,
Barbie

WRITER DESMOND DEVLIN

Barbie's "DEAR JOHN" LETTER TO KEN





LAME-BRAIN GAMES DEPT.

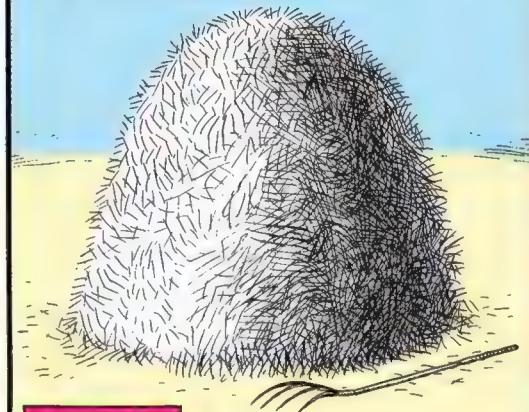
ONE REASON THIS FEATURE WAS CREATED IS BECAUSE **MAD** READERS ARE BRILLIANT, INTELLIGENT YOUNG PEOPLE WHO MIGHT ENJOY SOMETHING CHALLENGING LIKE THIS. ANOTHER REASON IS THAT THEY ARE ALSO LAZY SLOBS, AND DOING THESE PUZZLES IS ABOUT AS EASY AS WATCHING TV ALL DAY!

MAD'S PUZZLE PAGE

WRITER & ARTIST AL JAFFEE

FIND THE NEEDLE

WE'VE HIDDEN A **NEEDLE** SOMEWHERE IN THIS **STACK**! CAN YOU FIND IT? LET'S SEE HOW **SHARP** YOU ARE!



ANSWER:

LIKE A DUMB STUPID IDIOT!
PILE OF NEEDLES; NOW DON'T YOU FEEL
THIS IS NOT A **HAZY** STACK; IT'S A BIG
COLDN'T FIND IT? BOY, ARE YOU BLIND!

OPTICAL ILLUSION



STARE AT THIS BLACK SPOT FOR SIX HOURS WITHOUT BLINKING. THEN TRY TO LOOK UP THE NAME AND THE NUMBER OF A GOOD EYE DOCTOR IN THE PHONE BOOK. YOU WON'T BE ABLE TO DO IT, BECAUSE EVERYWHERE YOU LOOK YOU'LL SEE BLACK SPOTS. YOU MAY ALSO SEE DOUBLE. THIS IS CALLED AN "OPTICAL ILLUSION". AFTER YOU HAVE HAD ENOUGH OF THIS FUN, GET SOME FRIEND TO CALL AN EYE DOCTOR FOR YOU. OTHERWISE, YOU MAY WIND UP WITH THIS EYE TRICK PERMANENTLY!

EXCERPT ORIGINALLY PUBLISHED IN MAD #100, JAN 1966

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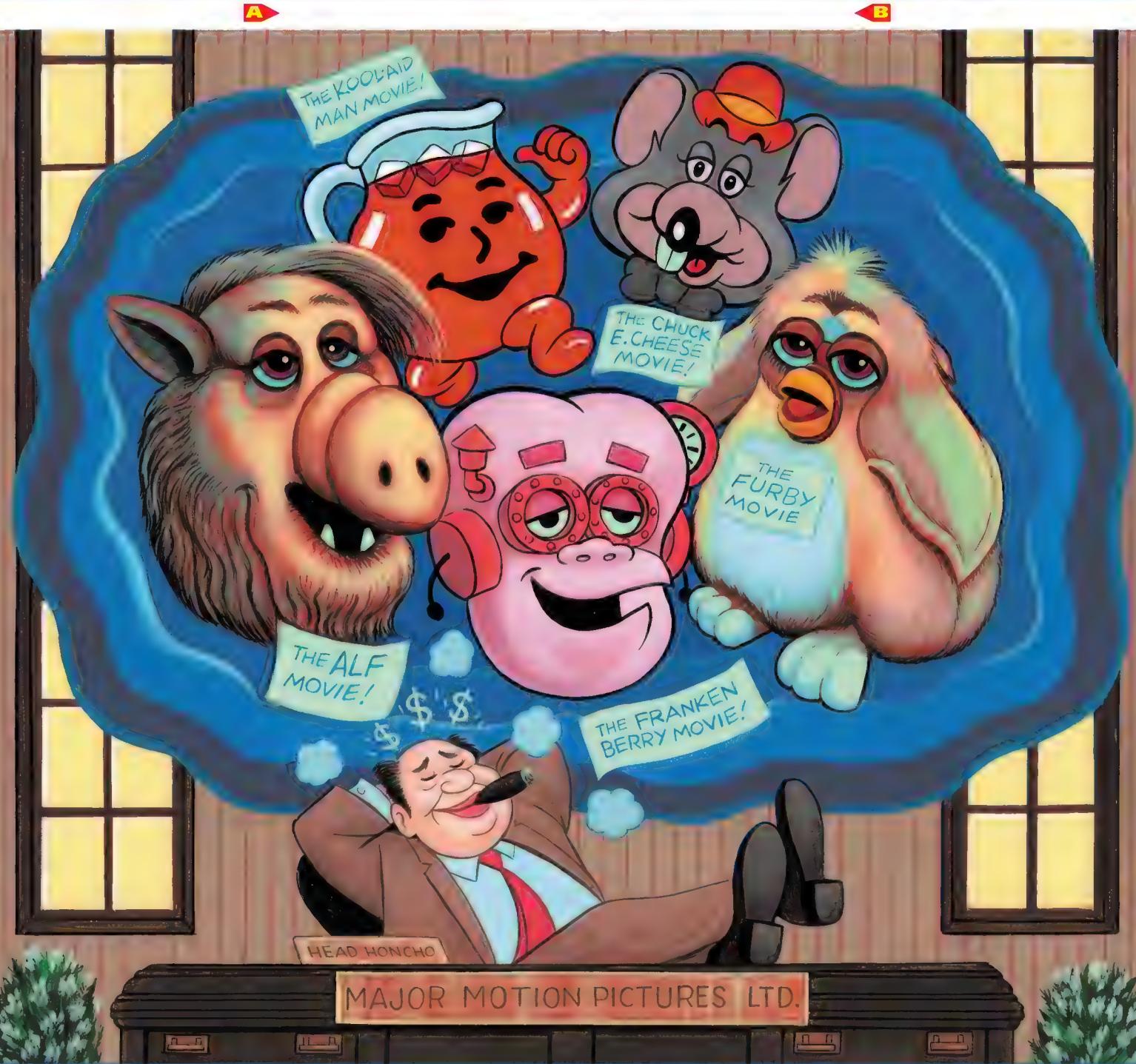
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WHAT INFLUENTIAL
CHILDREN'S CHARACTER
WILL NEVER RECEIVE
THE RED CARPET
TREATMENT?

HERE WE GO WITH AN ALL-NEW **MAD FOLD-IN**

Love her or hate her, Barbie's impact on the world is undeniable. And with the recent success of her movie, big studios are securing the rights to other beloved brand names from our youth. However, there is one prominent character whose career has no chance of being resurrected. To see who that is, fold page in as shown.

SWIPE FROM B TO A TO FOLD



MAJOR FILM STUDIOS ARE JUMPING WITH JOY. THE HUGE SUCCESS OF THE BARBIE MOVIE CAME AS NO SURPRISE AS PEOPLE SEEM TO REVEL IN NOSTALGIA. OTHER ICONS ARE SURE TO HIT THE BIG SCREEN—JUST NOT THIS ONE.

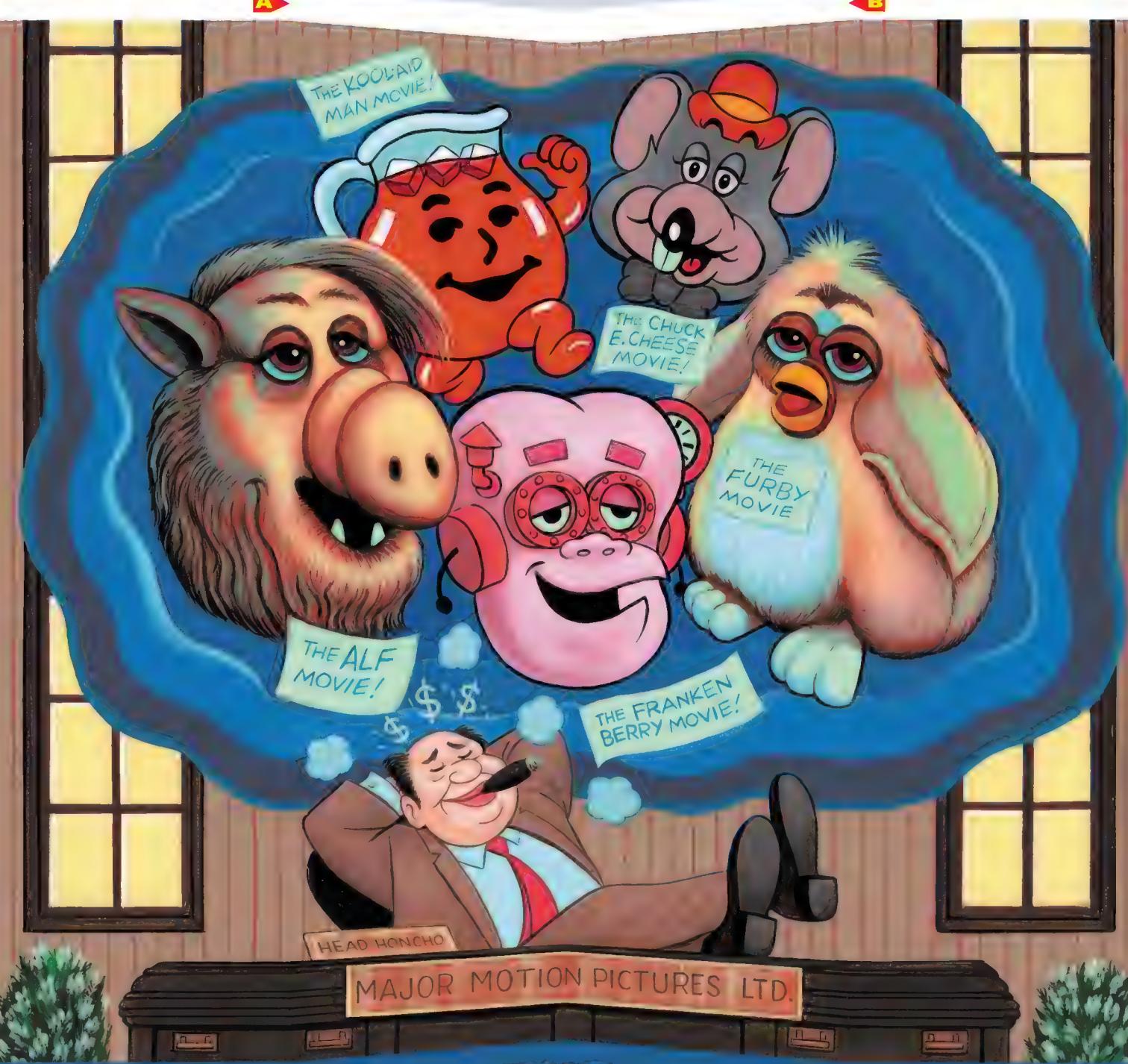


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WRITER & ARTIST JOHNNY SAMPSON

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THE RED CARPET
TREATMENT?

HERE WE GO WITH AN ALL-NEW MAD FOLD-IN

Love her or hate her, Barbie's impact on the world is undeniable. And with the recent success of her movie, big studios are securing the rights to other beloved brand names from our youth. However, there is one prominent character whose career has no chance of being resurrected. To see who that is, fold page in as shown.

SWIPE FROM B TO A TO FOLD



MAJOR FILM STUDIOS ARE JUMPING WITH
JOY. THE HUGE SUCCESS OF THE BARBIE MOVIE
CAME AS NO SURPRISE AS PEOPLE SEEM TO REVEL
IN NOSTALGIA. OTHER ICONS ARE SURE TO
HIT THE BIG SCREEN—JUST NOT THIS ONE.

WRITTEN & DRAWN BY JOHNNY SAMPSON



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B



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Love her or hate her, Goldilocks' version of the porridge is unforgettable. And with the **MAD FOLD-IN**, you can now get up close and personal with the porridge. Pages, sections of our world's greatest pop culture, are becoming the paper's characters. **Barbie** comes from the **MAD** Fold-In, too. And you can print out a **Barbie** and **Ken** page at **AMAZON.COM**.

SWIPE FROM B TO A TO FOLD



A

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JOE
CAMEL

A B

Mauliboo

Alfred

YOU GET ALL THIS!

★ Extra-Stiff Visor

Because a full hat is too much commitment!

★ Hawaiian Shirt

Hideous print hides stains from leaky tiki drinks!

★ "Sun-Off" Sunscreen

SPF 3000...prevents burns, not freckles!

★ Dark Shades

To hide the WORRY!

★ "Banana Hammock" Speedo

With mini-banana, of course!

★ Extra 6-Pack of Abs

Wait...extra?

★ Beach Towel

For snappin' and nappin'!

*May or may not be as seen on front of box.

*P.O.S. Convertible Sold Separately

• Woodgrain Mini Fridge

Because real men like tiny refrigerators!



A MAD TOY PARODY

ARTIST: KIRK SHAMROCK
WRITER: PAULA SEVENBERGEN

Alfred wants to impress his beach date, Barbie—and with these ecch-essories, he's sure to fail! But that's okay, because no matter how many subversive movies about criticizing the patriarchy Barbie makes, she'll never outdo Alfred's magazine at cultural critique! Now who's ready for some bum-in-the-sun fun??

SURPRISE! THERE'S MORE!!

*Probably, but most likely not, at a store near you!

• Stick-on Facial Hair

Worked for MOD Ken, works for MAD Alfred!



• Sweatbands

Always let them see you sweat!



• Spandex Jumpsuit

For showing off those non-genitals!

• Cowboy Boots with Spurs

For kickin' butt when mocked for donning all this stuff!

• MaliBarf Bag™ with Glittery Gag Vomit

Because plastic + pink = Barbie-friendly!

Ken will also come Alfred in the
original jumpsuit MADNESS!



• Prosthetic Tooth

For giving in to society's beauty standards!

*Tooth intended to show dental

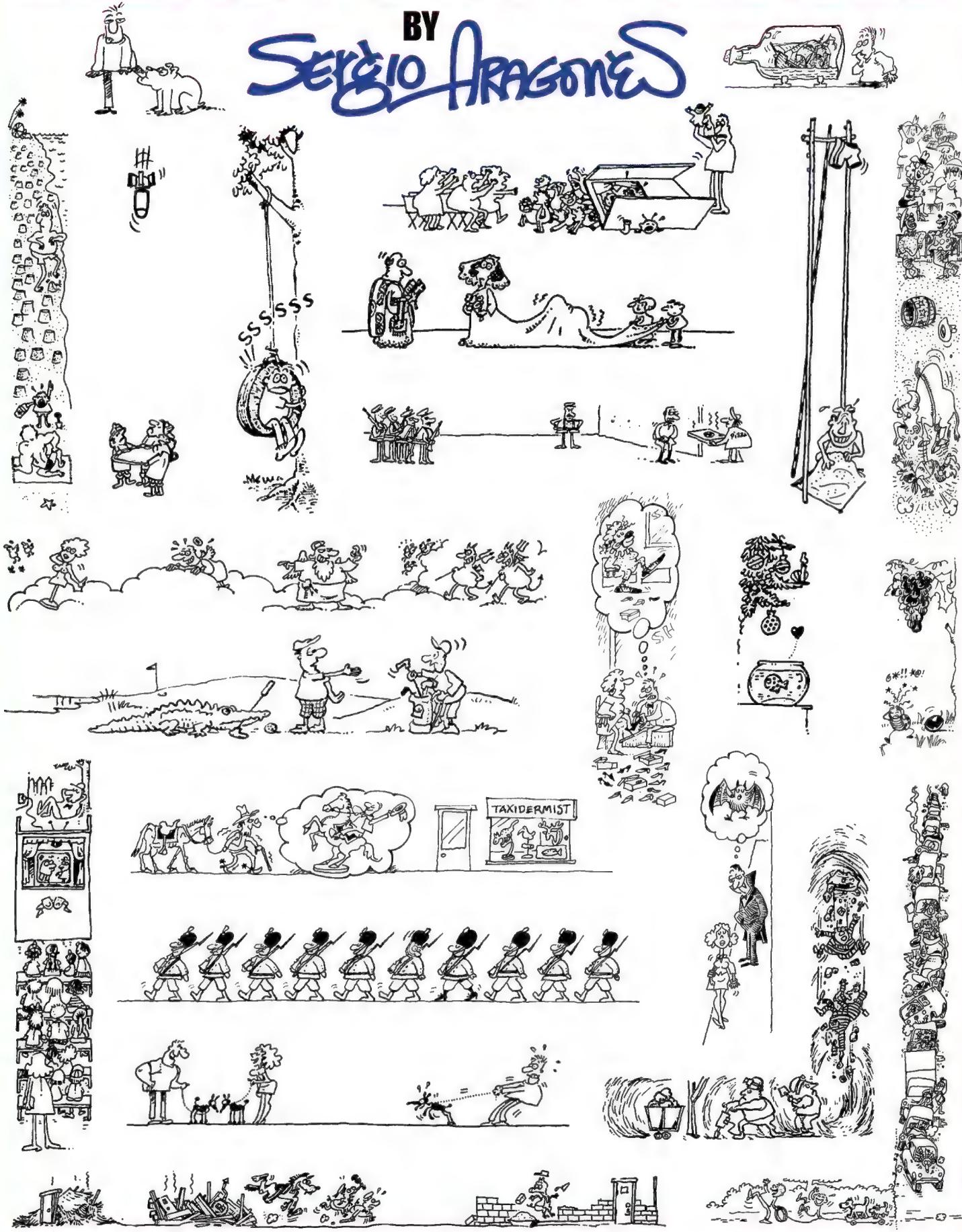
• Fur Coat

Too hot to wear, but looks too cool not to!



DRAWN OUT DRAMAS

BY
Sergio Aragones

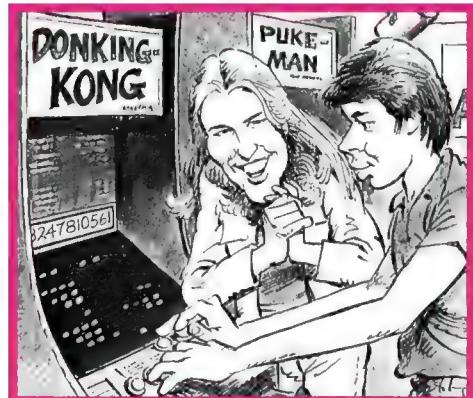


MAD

DIGITAL EDITION

BONUS MATERIAL!

Shall we play ANOTHER game? Though this computer game was pointless, the parody of *War Games*, that was in MAD #244, January 1984, is even more so! Do NOT hit that RED button!



And speaking of big BANG theories, you'll surely see some stars (and bones) explode in Al Jaffee's Fold-in from MAD #189, March 1977.





There are two really fun pastimes in the world today. One is kids playing Computer Games... and the other is adults preparing for a Thermonuclear War! So naturally, Hollywood, always interested in making a fast buck, combined them both recently in a film which we'll call...

WARPED GAMES



Attention, readers! Here at "NO-RED," our nation plans its nuclear strategy and tracks Soviet missile activity! In short, the very existence of the Free World is in the hands of these expert technicians!

Sixty Russians have deployed twenty more ICBMs!

Sixty more Soviet atomic submarines with missile launchers are now in the Pacific!

OUR CONGRATULATIONS TO COL. AND MRS. SIDNEY HURGATROYD ON THEIR EIGHTEENTH WEDDING ANNIVERSARY

A BIG NO-RED WELCOME TO ALL THE MEMBERS OF THE HOLLOW, ILL. ELKS CLUB, WHO ARE VISITING US TODAY. TODAY'S TRIVIA QUESTION: HOW MANY PEOPLE WERE VAPORIZED IN NAGASAKI, JAPAN, IN 1945, WHEN THE ATOMIC

I told you a million times! Don't ever hire a technician who worked a Computerized Scoreboard at a baseball park!

We call this "WOPPER"! It stands for "War Operations Prompt Planning & Emergency Response"!

We call this one "WHOOPIE"! It stands for "World Inter-Planetary Projectile Emergency Retaliatory"!

Uh... what do you call THAT room?

Oh... we call that "WHOOPIE"! And what does WHOOPIE stand for?

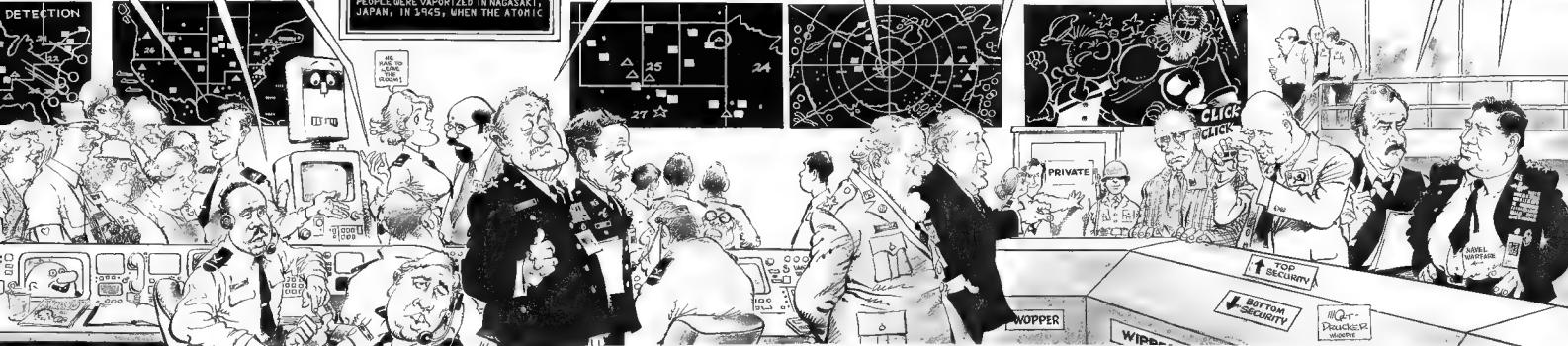
Just what it sounds like! Hey, we gotta have SOME relaxation once in a while!!

Do you have any idea why we're so far behind those Commies in missile technology?

McKiddicks, what are the chances of our computer operating on the outside connecting into our system and possibly starting World War III?

About one in a billion, gentlemen, and I'd have to be a brilliant Nobel Prize Scientist!!

Thank God! Now we can all sleep nights!



ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL

WOW!! What a SCORE!! What are the chances of anybody getting a score like that, Marvin?

About girl in a billion!

Hey, listen, Juniper! My parents are away today! How about we go up to my room and fool around???

Remember back a few years ago... when fooling around for teenagers was—yech—kissing, and grabbing, and making out, instead of this???

Okay, what do you want the computer to do for us next...?

See if you can program it to rip off our clothes and take us back to 1980!

Look! I dialed into the High School Computer System... and I gave us both "A's" in "Medieval Plumbing"!

Are you crazy??! We don't take courses in "Medieval Plumbing"!! You're right!! I better change them to "B's"! Otherwise, someone is liable to get suspicious!!

Hey... wait a minute! I just broke into a strange computer system!

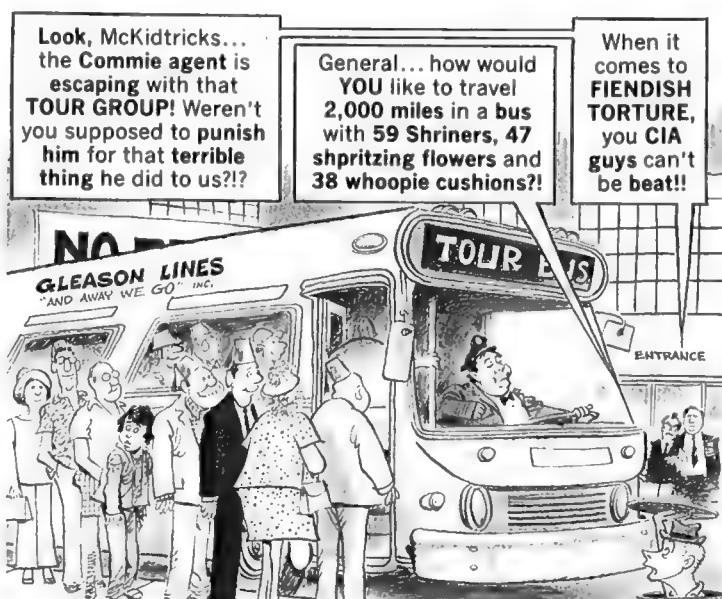
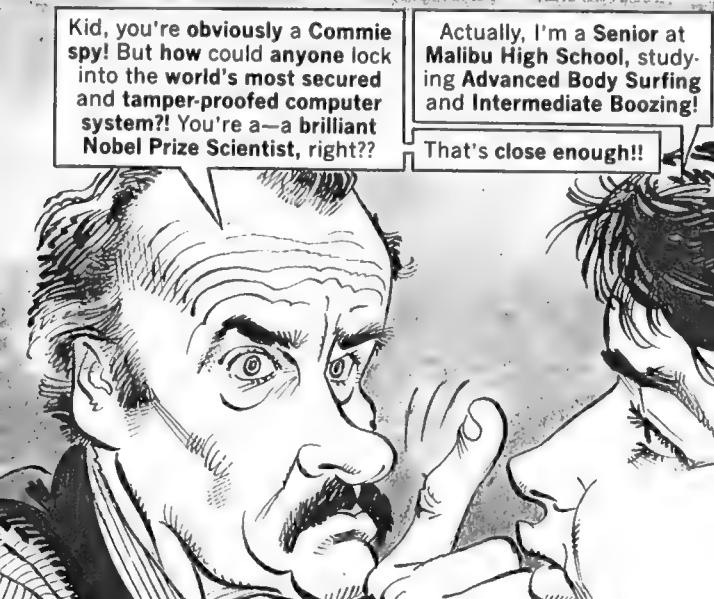
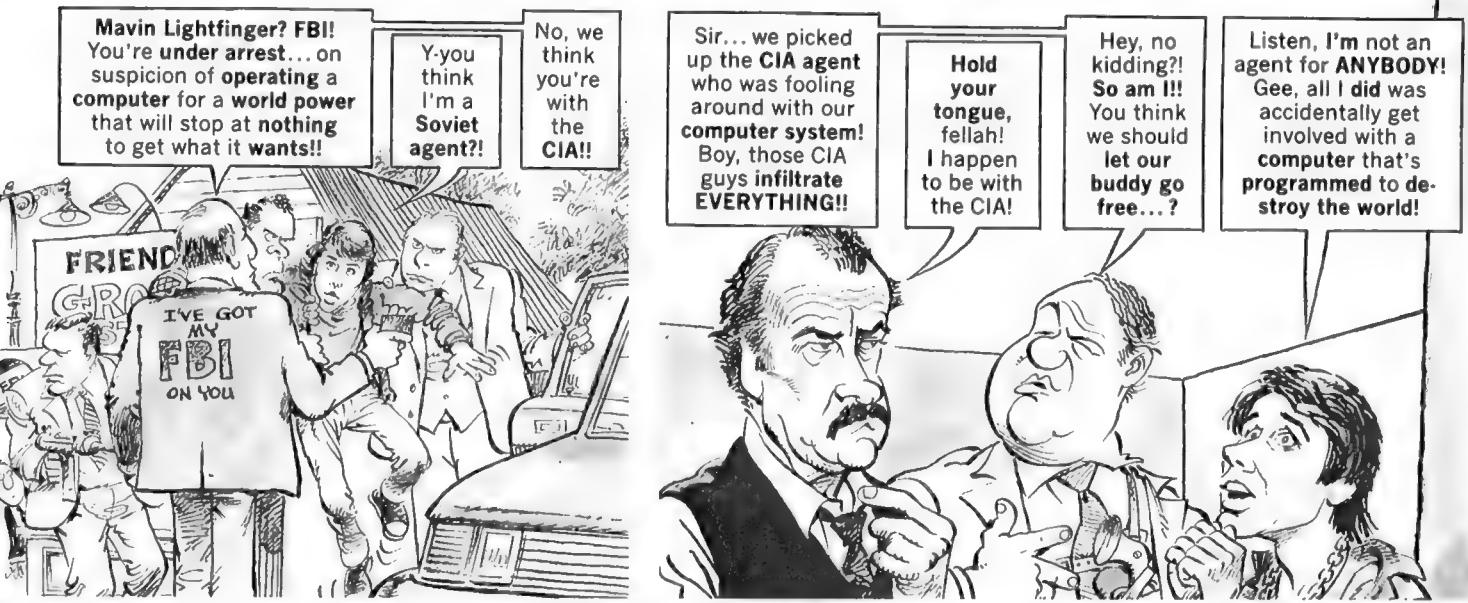
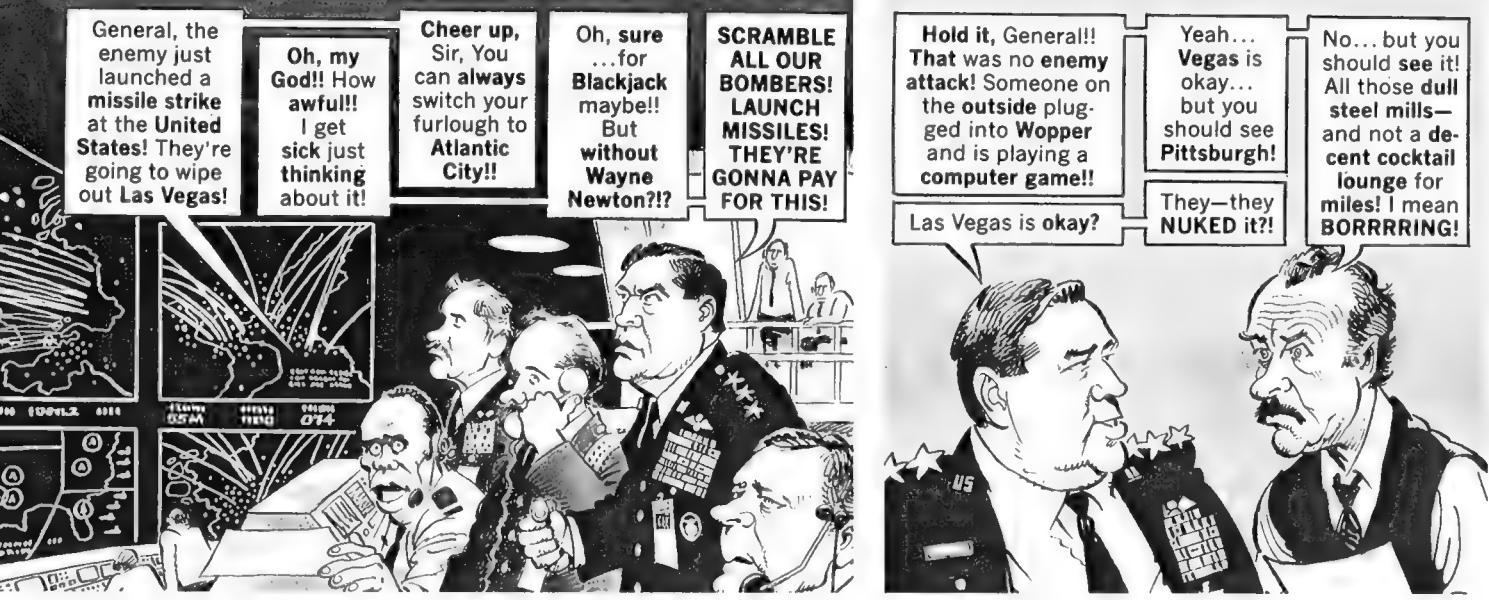
Hello! My name is Josher! I was programmed by Prof. Falcon, who once worked for NO-RED! Say, you have a very pretty girl friend!

And you're quite clever... for an inanimate object! Now, we can either play "Chess"... or "Nuclear War"! What would you like to do first, Josher?

First, I'd like to rip off your girl friend's clothes and take her back to 1980!

He's a lot more "animate" than YOU are!





What's going on, Mavin?!? The CIA—the whole country—is looking for you!!

But... I thought Falcon was dead!

Juniper, we've got to find Falcon, the man who originally programmed Josher! It's our only chance to save the world!!

No, he's somewhere here in Oregon! When he left NO-RED, they gave him a complete change of identity!!

Excuse me, Sir! Are you living with a change of identity...?

How did you know that??

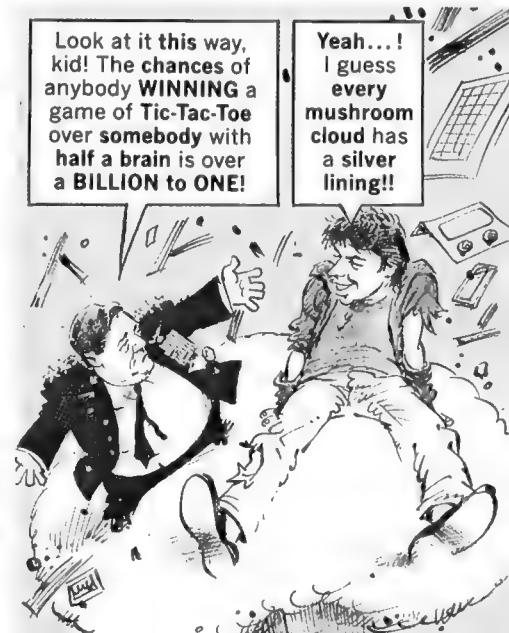
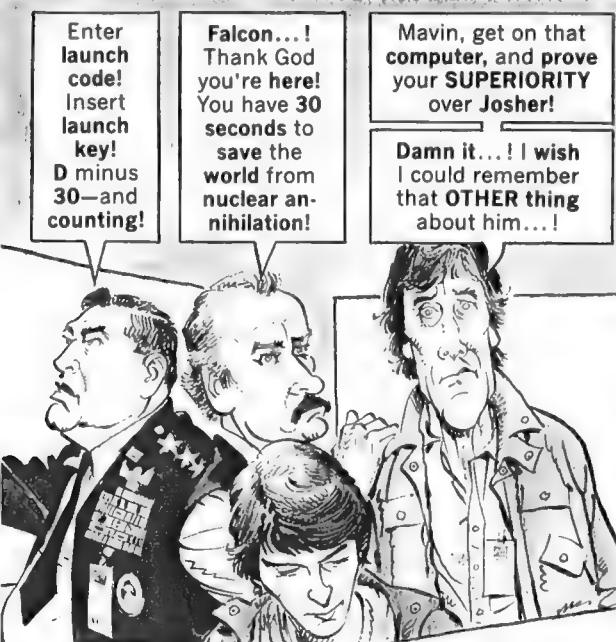
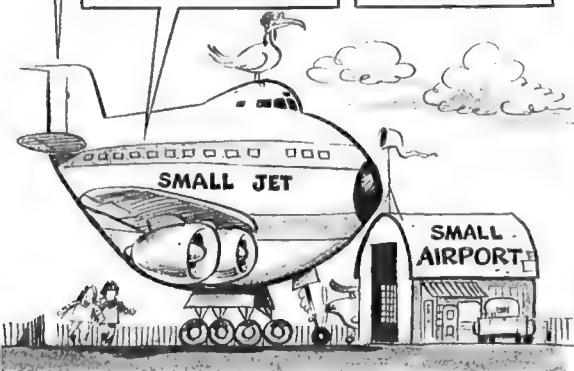
Oh... just a lucky guess!!

Tell us how we can stop Josher, Prof. Falcon!

Hmm! There are TWO THINGS about Josher that I'll never forget! One is: he respects anyone who is superior to him!

What's the OTHER thing that you'll never forget?

I forgot?



WHAT'S THE
BEST THING
TO USE TO
SEE STARS?

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

Interest in Astronomy has grown immensely in recent years. But one new device has helped a lot of people see stars that they never knew existed. To find out what that new device is, fold in the page as shown:



FOLD PAGE OVER LIKE THIS

A►

FOLD THIS SECTION OVER LEFT

◀B

FOLD BACK SO "A" MEETS "B"



A SKILLED STARGAZER CAN GATHER SCIENTIFIC MATERIAL ONLY WHEN HE'S PROPERLY EQUIPPED.
BOUNLESS PATIENCE ALSO HELPS IN THIS REGARD.

A►

WRITER & ARTIST AL JAFFEE

◀B

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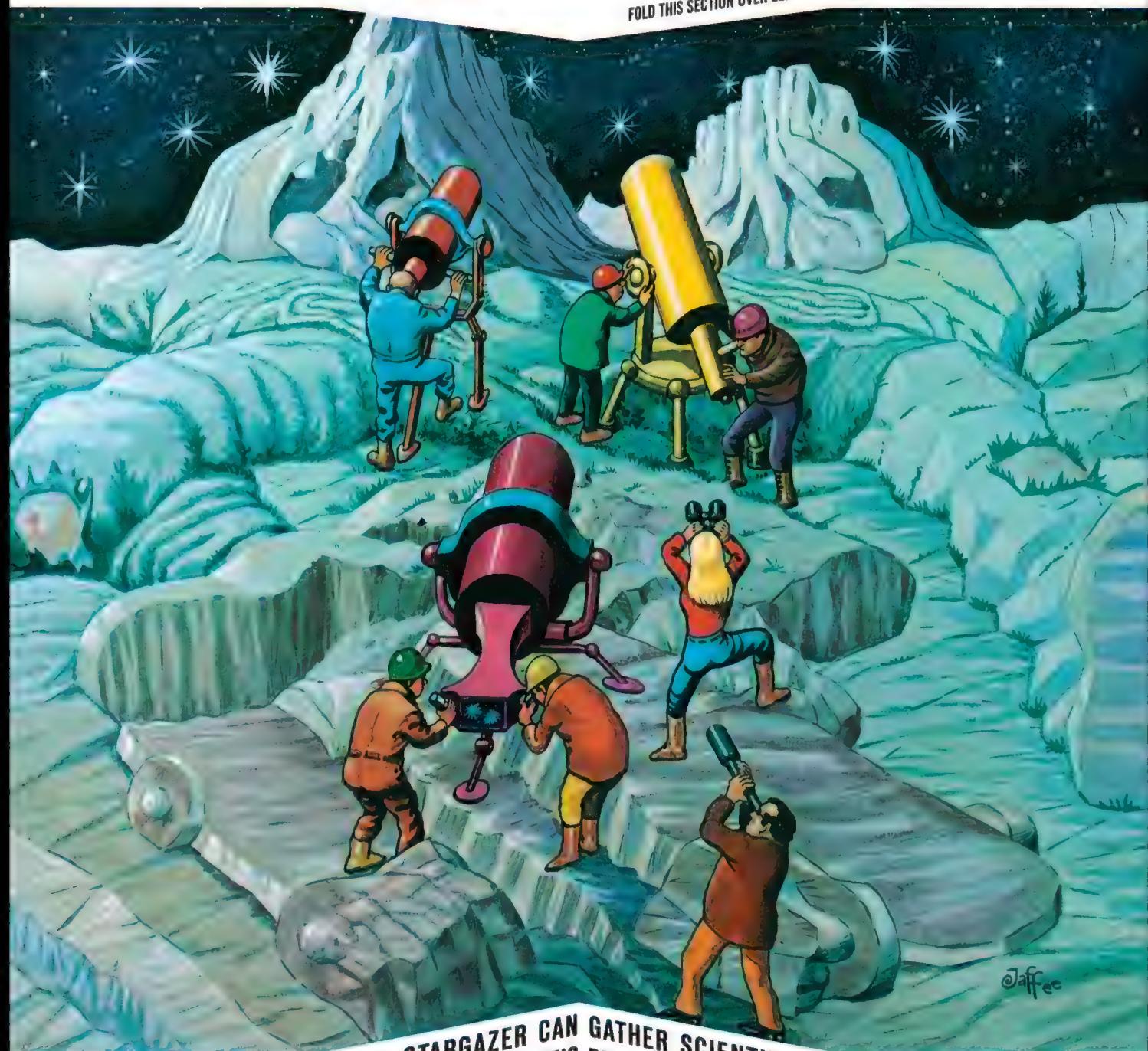
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Jaffee

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RIAL ONLY WHEN HE'S PROPERLY EQUIPPED.
WRITER & ARTIST AL JAFFEE
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A ▶

◀ B

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B

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FOLD PAGE OVER LIKE THIS!

B

FOLD BACK SO "A" MEETS "B"

B

WHAT'S THE
BEST THING
TO USE TO
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FOLD PAGE OVER LIKE THIS!

A ► B FOLD BACK SO "A" MEETS "B"



A SKATE-

BOARD.

A ► B

WAD

